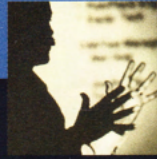


Leslie



from *mp* to

fff

REACH YOUR FULL POTENTIAL



Hosted by the Pacific Symphony Orchestra, Carl St. Clair, music director
Westin South Coast Plaza Hotel, Costa Mesa



JANE DAVIS INC.
ARTIST MANAGEMENT

SOLOISTS

BONITA BOYD

Flute

GARY KARR

Doublebass

CONDUCTORS

APO HSU

*Artistic Director/Conductor
The Women's Philharmonic, CA*

*Music Director/Conductor
Springfield Symphony Orchestra, MO*

PHILIP GREENBERG

*Music Director/Conductor
Savannah Symphony Orchestra, GA*

*Principal Conductor
Western Slope Music Festival, CO*

*Music Director/Conductor
L'Ete Musical Dans La Vallée du Lot, Cahors, France*

PAUL JAN ZDUNEK

*Artistic Director
Greater Twin Cities Youth Orchestras, MN*

ENSEMBLES

GUARNERI TRIO PRAGUE

Ivan Klansky
Piano

Cenek Pavlik
Violin

Marek Jerie
Violoncello

TWO CRAIGMOOR ROAD N., RIDGEFIELD, CT 06877
203.438.2718 FAX: 203.431.4965 janeinc@aol.com



ON BEHALF OF THE BOARD, musicians and staff of the Pacific Symphony Orchestra, it is my pleasure to welcome the Association of California Symphony Orchestras (ACSO) to Orange County. I would like to personally thank ACSO for selecting the Pacific Symphony Orchestra to be the host orchestra and for allowing us to participate in many of the sessions. In addition, I would like to thank the many Symphony and community volunteers who are helping to make this Conference a great success.

We are truly proud of the growth of Orange County during the past 25 years, including its rich musical life. With a budget of over \$11 million, the PSO serves over 250,000 members of the Orange County community each year. In its short 22 year history, the Symphony's artistic program and community service have grown enormously.

On Saturday night, you will have the opportunity to hear the Pacific Symphony Orchestra at its beautiful Summer venue, Verizon Wireless Amphitheater. Maestro St. Clair has planned a wonderful evening featuring Holst's *The Planets* (with accompanying NASA footage), along with a solo by a medallist from the recent Van Cliburn Competition. Enjoy a picnic and a beautiful evening of music!

In addition to the PSO, the community boasts one of the world's great musical presenters, the Philharmonic Society of Orange County and a truly great performing arts presenter in the Orange County Performing Arts Center. The community is also blessed with a highly acclaimed professional choral ensemble, the Pacific Chorale, and the rapidly expanding Opera Pacific, both of whom are our artistic partners. In addition, there are many fine community and youth orchestras that flourish in our community.

Throughout the Conference, you will be presented with opportunities to engage colleagues, learn new business and artistic strategies, make new friends, and see the beauty that abounds in Southern California. It is my sincere hope that you find your time well spent and the experience both intellectually and artistically rewarding.

Warm regards,

MICHAEL S. GORDON, *chairman*, Pacific Symphony Orchestra

ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS



WELCOME TO ACSO's 33RD ANNUAL
CONFERENCE,

"Reach Your Full Potential." As I come to the end of my second term as president of the Association's board of directors, let me assure you that ACSO is reaching for its full potential, through the variety of programs and services we offer to you. Workshops, consultations, and information dissemination are key activities provided by our talented staff and consultants. We look forward to enhancing and building on these programs as we identify key strategic directions for the Association as we come to the conclusion of this year's strategic planning process.

This Annual Conference is one of the best opportunities we have to meet together, and celebrate the wonderful music we bring to our communities. Sessions have been designed to address a wide variety of topics and issues, and other events allow us to relax and get to know each other just a little better.

On behalf of ACSO's Board of Directors, welcome!

Best regards,

KARINE BEESLEY, *president*, ACSO

■ THURSDAY, August 9, 2001

- 9 - 9:45 AM Orientation
- 9 - 11 AM Do You Know the Score?
 - 1. Part I: The Heart of the Orchestra - the Library
 - 2. Part II: Score Study
- 11 AM - 1 PM Peer Forums
- 11 AM - 1 PM Peer Forums
- 1:15 - 2:30 PM
 - 1. Yours for the Asking: In-kind Services
 - 2. Planning for Success
- 2:45 - 3:45 PM General Session Master Class with Carl St. Clair
- 4 - 5 PM MVP Awards/ACSO Annual Meeting
- 6 - 7:30 PM Welcome Reception, Pacific Symphony Orchestra Dinner on Own

■ FRIDAY, August 10, 2001

- 8:00 - 11:30 AM
 - 1. Forward Motion: Commissioning for the Future
- 9 - 10:15 AM
 - 1. Knowledge=Power: Management for New or Small Organizations
 - 2. Ticket Pricing: How High Can You Go?
 - 3. Corporate Sponsors: Opening the Right Door
 - 4. Youth Orchestra Blockbuster
- 10:30 - 11:45 AM
 - 1. Fund Raising 101
 - 2. Golden Opportunity: Adult Education Programs
 - 3. Creating the Buzz: Publicity Ideas Luncheon Special Guest: 2001 Van Cliburn silver medallist Antonio Pompa-Baldi
- 12 - 2:00 PM
 - 4. Personnel Recruiting: Where's the Magic?
- 2:30 - 4 PM
 - 2. Perfect Programming
 - 3. Board Dynamics and Dynamic Boards
 - 4. Youth Orchestras Speak Out
- 5:30 PM Board Buses to Laguna Beach
- 5:45 PM Buses Depart for Laguna Beach
- 6:30 - 10:30 PM Dinner al fresco and Pageant of the Masters

■ SATURDAY, August 11, 2001

- 7:45 AM Board Buses to Tiffany's
- 8:00 AM Buses Depart for Tiffany's
- 8:30 - 10:15 AM Breakfast at Tiffany's
- 9 - 10:30 AM
 - 1. The Happy Booker: 10 Rules of the Negotiating Game
 - 2. Winning Direct Mail
 - 3. The Art of Planning for Operations
- 10:45 AM - 12 PM
 - 1. Special Event Fundraising
 - 2. Treasurer & Finance Director: Are We Looking at the Same Bottom Line?
 - 3. Bound for Glory: Contracts
- 12 - 2 PM Luncheon Special Guest: Actor John de Lancie
- 2:30 - 4 PM Shake, Rattle & Roll: Earthquake Panel
- 5:15 PM Board Buses to Verizon Wireless Amphitheater
- 5:30 PM Buses Depart for Amphitheater
- 6 - 11 PM Dinner al fresco and Pacific Symphony Orchestra Concert



Does getting more out of current and new donors seem like a quest for *buried treasure*?

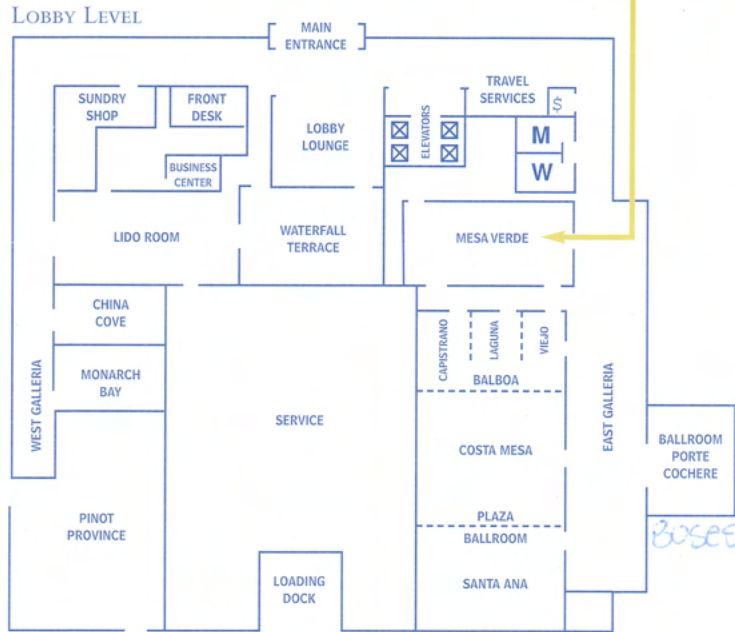
It doesn't have to be.

Let our *data* help you find your *hidden* potential.

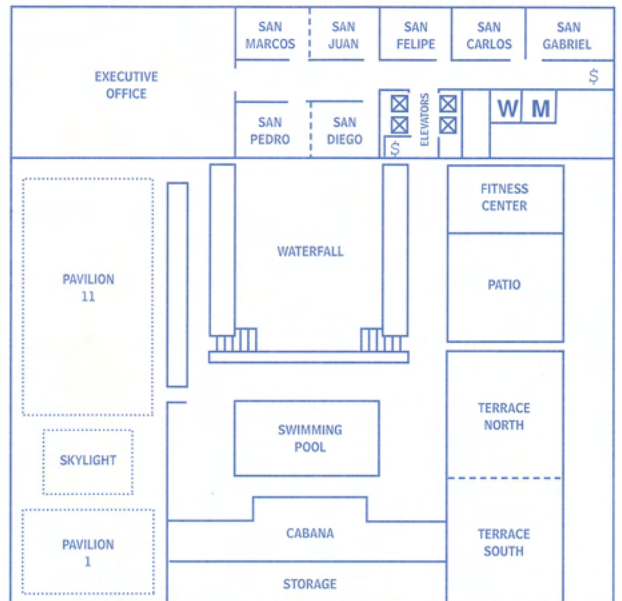
Call us today at 312-616-1099

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ACSO Registration & Resource Room



SECOND LEVEL



THIRD LEVEL




THE WESTIN
 SOUTH COAST PLAZA
 Orange County

WESTIN SOUTH COAST PLAZA HOTEL: 714. 540-2500

CONFERENCE NOTES

Conference Registration, Tickets and Resource Room

MESA VERDE ROOM

Hours:

Wednesday, August 8	5:00 PM - 8:00 PM
REGISTRATION AND VENDOR SET-UP	
Thursday, August 9	8:00 AM - 5:00 PM
Friday, August 10	8:00 AM - 5:00 PM
Saturday, August 11	8:00 AM - 12:00 PM

- 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
- Vendor Information
- Computer Information
- The Tuneful Boutique

Don't forget to Shop at the Tuneful Boutique

All proceeds benefit ACSO.

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 registered Conference delegate to attend sessions. We recommend that you do not wear your name badge while walking outside.

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

Year of the Arts



California
Arts Council

SPECIAL THANKS

JOSEPH TRUSKOT, 2001 CONFERENCE CHAIR

executive director, Monterey Symphony

Thank you to Joe Truskot, the members of the ACSO Conference Committee, the ACSO board of directors, and those of you who contributed to this Conference with your time and expertise.

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
RAY CUSATO & ASSOCIATES
ECONOMETRICS, INC.
JUDITH JELINEK
LONG BEACH SYMPHONY
LOS ANGELES PHILHARMONIC
SHARON C. McNALLEY
PACIFIC SYMPHONY ORCHESTRA
PASADENA SYMPHONY
SAN FRANCISCO SYMPHONY
SANTA BARBARA SYMPHONY
SEE'S CANDIES
SHERATON PALACE HOTEL
SOUTH COAST PLAZA
KAREN STEVENS
ANN WESTON

Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique. We are delighted to showcase your orchestra's wares.

Exceedingly special thanks to the Pacific Symphony Orchestra staff, board, musicians, and volunteers. Your interest, professionalism, and sense of humor have made creating this Conference a real pleasure. — KRIS SINCLAIR



The Best in Guests

Paul Badura-Skoda, pianist

50th Anniversary Tour

Veteran pianist Paul Badura-Skoda delved into the Brahms (2nd Piano Concerto) compellingly and found a close relationship with the (New West) orchestra.

Los Angeles Times

- Modern or historical instruments
- Conducts from the keyboard

William Wolfram, pianist

Kahane and William Wolfram were of one mind (Tchaikovsky No.1). His technical prowess enabled him to give the wild passage work real fire...

Minneapolis Star Tribune

- Premiered Chopin No.1 in new orchestration with Milwaukee under Andreas Delfs

Eugene Albulescu, pianist

He plays with mastery, power and maturity, yet with a delicate fragility which is fresh and innocent.

The Daily News, New Zealand

- Grand Prix Liszt Laureate
- Performing the Tchaikovsky concerto with four orchestras this season

Kyung Sun Lee, violinist

Beyond superb execution, she conveyed Vieuxtemps' particular Romanticism expertly.

The Strad

- Winner of six international competitions
- Recently appointed to Oberlin's distinguished faculty

Hunstein Artists Services, Inc.

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F S A

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Peter Oundjian, Sir Simon Rattle

Instrumentalists

Rieko Aizawa, piano
Douglas Boyd, oboe
Alon Goldstein, piano
Richard Goode, piano
Jaime Laredo, violin
Scott St. John, violin/viola
Richard Stoltzman, clarinet

Ensembles

Kalichstein-Laredo-Robinson Trio
Los Angeles Guitar Quartet
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2001 - 2002

NEXT SEASON

ACSO

■ MARKETING WORKSHOPS ■

■ MID-WINTER MANAGERS MEETING ■

■ BOARD OF DIRECTOR CONSULTATIONS ■

■ MORE INFORMATION SERVICES ■

■ CONFERENCE IN NORTHERN CALIFORNIA ■

Help us reach our 2000/01 Annual Fund Goal of \$12,000! Give a gift of \$35 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these prizes:

■ ■ ■ **GRAND PRIZE**

One week (October 25 to November 1, 2001) in studio ocean-front Puerto Vallarta condo, with round-trip air for two on Delta or Aeromexico, plus dinner one evening during your stay.

BOBBIE CUSATO

■ **\$500 South Coast Plaza Shopping Spree**

SOUTH COAST PLAZA MANAGEMENT

■ **Fabulous Fallbrook**

Long weekend (3 nights) in spacious home - including a round of golf for two and dinner at the Country Club.

JUDITH JELINEK

■ **San Francisco Experience**

One night at the elegant Sheraton Palace Hotel and afternoon tea for two in the Garden Court; dinner for two in the Symphony's private member dining room; premier seating for a performance of the SFS, backstage tour and introduction to MTT or the guest conductor.

SAN FRANCISCO SYMPHONY

■ **Romantic Santa Barbara**

One night at the Upham Hotel with dinner for two at the Arts and Letters Cafe and tickets to the Santa Barbara Symphony Sunday matinee concert (subscription concert of your choice). Stroll the antique shops, the beach and the arts scene.

SANTA BARBARA SYMPHONY

■ **Pacific Symphony Sojourn (two prizes)**

Spend a weekend shopping and dining in elegant South Coast Plaza. Two tickets to a Pacific Symphony Orchestra performance will cap your stay with music.

PACIFIC SYMPHONY ORCHESTRA

■ **\$200 Tiffany & Co. Gift Certificate**

ANN WESTON

■ **Long Beach Special**

One-night stay, dinner for two, Aquarium of the Pacific tickets, plus a POPS! concert of your choice in the 2001-2002 season.

LONG BEACH SYMPHONY

■ **Los Angeles Philharmonic in the Fall**

Start with dinner at Otto's, and then the two of you will enjoy a performance of the LA Philharmonic anytime from October to December, 2001.

LOS ANGELES PHILHARMONIC

■ **Chalone Vineyard and California Symphony**

Sampler gift basket threesome from this famous winery, plus a California Symphony CD and two tickets to one of their 15th anniversary concerts during the 2001-2002 season.

CALIFORNIA SYMPHONY

■ **ACSO Conference 2002**

Two complimentary Conference 2002 registrations (transferable).

ECONOMETRICS, INC.

■ **Pasadena Perfect!**

Enjoy a January escape to Pasadena, with dinner for two at a posh Pasadena eatery, an overnight stay at the Pasadena Sheraton Hotel and tickets for two to the orchestra's January 19, 2002 concert, featuring Debussy's *Nocturnes* and Holst's *The Planets*.

PASADENA SYMPHONY

■ **Incline Village Luxury Condominium Weekend**

Some restrictions on date apply, good for one year.

KAREN STEVENS

See an ACSO board member or make your donation at the registration desk. The drawing will take place at the luncheon on Saturday, August 11, 2001. You need not be present to win.

2 CHANCES FOR \$35

6 CHANCES FOR \$75

3 CHANCES FOR \$50

10 CHANCES FOR \$100

SCHEDULE OF EVENTS

THURSDAY, AUGUST 9

KEY:

ALL	ALL1	F	FINANCE
AM	ARTISTS MANAGERS	M	MARKETING, PUBLIC RELATIONS
B	BOARD OF DIRECTORS	MU	MUSICIANS
C	CONDUCTORS	O	OPERATIONS
D	DEVELOPMENT	V	VOLUNTEERS
E	EDUCATION	Y	YOUTH ORCHESTRA
EX	EXECUTIVE DIRECTORS	S	ADDITIONAL COST

WEDNESDAY, August 8, 2001

- 3 - 4:30 PM ACSO Board Meeting
EXECUTIVE BOARDROOM, THIRD LEVEL
- 5 - 8 PM Registration & Vendor Set-up
MESA VERDE

THURSDAY, August 9, 2001

- ALL 9 AM - 3 PM Registration & Resource Room Open
MESA VERDE

Coffee Sponsored by Young Concert Artists

- 27 9 - 9:45 AM Be Prepared! Conference Orientation
MESA VERDE # Balboa for orientation

One of the things that makes this Conference different from any other is its emphasis on the personal touch. Take advantage of our orientation and learn how to get the most out of your Conference experience.

HOST: JOSEPH TRUSKOT, executive director, Monterey Symphony

- C MU 9 - 11 AM 38 Do You Know the Score?
PART I: The Heart of the Orchestra: The Library
SAN PEDRO/SAN DIEGO 2nd Fl.

Whether your library is extensive or modest, there are "best practices" that you should observe. This session will cover procedures for evaluating and maintaining your scores; ordering music and returning it to the publisher; delineating who should do what after the music arrives; discussing markings, copyright issues, and more. Participants may have the opportunity to tour the Pacific Symphony Orchestra's library.

Russell Dicey

- ~~ROBERT DOLAN, free-lance librarian; Los Angeles Chamber Orchestra~~
- KAZUE MCGREGOR, librarian, Los Angeles Philharmonic
- JIM MEDVITZ, vice president artistic and orchestra operations, Pacific Symphony Orchestra

Session Sponsored by Boosey & Hawkes

- B C 11 AM - 1 PM
- MU O PART II:

26

Sight & Sound Score Study:
Exploring the Composer's Imagination
SAN PEDRO/SAN DIEGO 2nd Fl

This session is for conductors, composers, and anyone fascinated by how aural inspirations translate to the written page. Playing many orchestral examples at the keyboard, Peter Jaffe will explore advanced rhythmic topics and harmonic progressions, notational conventions, and the wonderful dilemmas of philosophical approach and interpretation encountered in any performance. [Because of the volume of material being presented, the session will run through the lunch during Peer Forum time.]

PETER JAFFE, music director, Stockton Symphony

Session Sponsored by G. Schirmer, Inc.

get Master List
start check in at 11
ACSO Support Group: Peer Forums
COSTA MESA BOX LUNCH
1st FL.

Here it is! Your chance to build your network by meeting, mingling, and exchanging information with your colleagues. This session always gets the highest recommendations each year.

SPECIAL PRESENTATION:

LEGRAND ROGERS, music specialist, California Arts Council

Session Sponsored by California Arts Council Table tents

Peer Forum Tables

- TABLE 1 9 Managers/Orchestras with budgets of \$500,000 - \$1,000,000
PARKER MONROE, executive director, New Century Chamber
- TABLE 2 14 Managers/Orchestras with budgets over \$1,000,000
KARINE BEESLEY, executive director, Pasadena Symphony
- TABLE 3 18 Development Directors
SUE TOTTEN, vice president of development, Pacific Symphony Orchestra
- TABLE 4 13 Marketing & Public Relations Directors
RODNEY DICKSON, director of marketing, Los Angeles Chamber Orchestra
- TABLE 5 10 Operations/General Managers
JEFF PHILLIPS, operations director, Philharmonia Baroque Orchestra
- TABLE 6 10 Finance Directors
STUART BURBANK, finance director, Monterey Symphony

TABLE 7	Education Directors and Education Volunteers
13	RON GALLMAN, <i>director of education</i> , San Francisco Symphony
TABLE 8	Leagues and Guilds
13	SHARON MCNALLEY, <i>board member</i> , Los Angeles Chamber Orchestra
TABLE 9	Board Presidents & Managers/Orchestras under \$500,000
10	JOE BICKNELL, <i>president</i> , La Jolla Symphony & Chorus
TABLE 10	Board Presidents/Orchestras over \$500,000
10	MARNE OLSON, <i>president</i> , Santa Rosa Symphony
TABLE 11	Youth Orchestra Board and Staff
10	SUE RUMLEY, <i>executive director</i> , San Diego Youth Orchestra
TABLE 12	Festival Board and Staff
2	NANCY LATURNO, <i>executive director</i> , Mainly Mozart Festival
TABLE 13	Artists Managers
4	AMY CARSON-DWYER, <i>artist manager</i> , Colbert Artists Management
■ ■ ■	Conductors with Peter Jaffe San Pedro/San Diego on second floor

B D 1:15 - 2:30 PM
V Y **78** ✓ 1. Yours for the Asking
SAN MARCOS/SAN JUAN 2nd FL

Your community can help your orchestra in a multitude of ways, but not always with cold cash. Develop relationships with local businesses that ensure WIN-WIN outcomes. In this session you will discover ways to make your request undeniably attractive and learn how to turn initial rejections into gift donations.

BOBBIE CUSATO, *board member*, Long Beach Symphony
ALISON DEVRIENDT, *marketing director*, Pasadena Symphony
BONNIE HALL, *executive director*, Arts Orange County

B EX 1:15 - 2:30 PM
F Y **64** ✓ 2. Planning for Success
SAN GABRIEL 2nd FL.

Learn simple techniques that allow you to chart the course for your future. Whether you face a complicated fundraising project or continued artistic and financial growth, your efforts will be more effective if you follow the steps presented here. Acquire the skills you'll need to set goals and organize a plan to achieve them.

CAMILLE REED, *executive director*, Modesto Symphony
WARREN RILEY, *principal*, Third Sector Management Corporation
JOSEPH TRUSKOT, *executive director*, Monterey Symphony
CREIGHTON WHITE, *past president*, Santa Rosa Symphony

B EX 2:30 - 4 PM
Y **NO A/V** X 1. Personnel Recruiting
Where is the Magic?
SAN FELIPE 2nd Fl.

19

What is the process for finding the perfect candidate for your position? This session will discuss new state and federal laws, job descriptions, ads/search firms, interview techniques, and reference checks, and creating a personnel manual.

NANCY MIMS, SPHR, *director of human resources*, San Francisco Symphony

C O 2:30 - 4 PM
PowerPoint X 2. Perfect Programming
SAN PEDRO/SAN DIEGO 2nd Fl.

Devise a subscription season which works for the audience, musicians, management, soloists, and conductor. Examine thematic concepts within a concert program, season, or period of time. Review common problems faced by all orchestras in creating balanced programs. Match programming ideas with marketing objectives. Discuss non-musical enhancements which add to the festiveness of concerts.

JOHN FORSYTE, *president*, Pacific Symphony Orchestra
ED YIM, *director of artistic planning*, Los Angeles Philharmonic

41

B EX 2:30 - 4 PM
F **NO A/V** X 3. Board Dynamics & Dynamic Boards
SAN MARCOS/SAN JUAN 2nd Fl.

Your board of directors holds the key to success. Learn to motivate the volunteers that govern your institution. This power-packed session covers board essentials - from identifying qualities and recruitment, to clarification of individual responsibilities, advice on annual reviews, discussion of 100% giving policies, and team building techniques.

JAMES BEARD, *past president*, Modesto Symphony
G. MICHAEL GEHRET, *senior vice president resources & planning*,
Chicago Symphony
DOUGLAS FREEMAN, *immediate past president*, Pacific Symphony Orchestra

78

Session Sponsored by John and Sandra Daniels, PSO Board Members

Y 2:30 - 4 PM **X** 4. Youth Orchestras Speak Out
 no a/v **SAN GABRIEL 2nd Fl.**

A panel of youth orchestra representatives presents creative collaborative relationships with institutions in their neighborhoods. This session will also address how to create an effective relationship with music teachers and with schools.

32

- ~~CORTY FENGLER, consultant~~
- ~~JOHN LARRY GRANGER, music director, Youth Music Monterey & Santa Cruz County Youth Orchestra~~
- ~~JOHN KOSHAK, music director, Orange County Youth Orchestra~~
- ROGER SAMUELS, music director, Claremont Young Musicians Orchestra
- JO STROUP, music director, Pasadena Young Musicians Orchestra

Tom Osborn

ALL \$ 5:30 PM **galleria** Board buses at main entrance of the Westin Hotel

5:45 PM Buses depart for Laguna Beach

6:30 PM Dinner al fresco and Pageant of the Masters (starts @ 8:30)

not going

The art form known as tableaux vivants, or living pictures, originated centuries ago in Europe, where it was presented in cathedrals and village parishes to make biblical events meaningful to the general public, many of whom could not read. Laguna's Pageant of the Masters applies this age-old artistic wizardry to magically transform actors and intricate sets into remarkable re-creations of magnificent works of art. A full orchestra and inspiring narration further enhance this extraordinary production.

Sponsored by Econometrics, Inc.

No Sign.



SATURDAY, August 11, 2001

ALL 8 AM - 12 PM Registration & Resource Room Open

MESA VERDE **galleria**

7:45 AM Board bus at main entrance of the Westin Hotel

8 AM Bus departs for Tiffany & Co. at South Coast Plaza (the bus will shuttle twice)

ALL \$ 8:30 - 10:15 AM 1. Breakfast at Tiffany's

A shuttle will take you from the hotel to the vault entrance where you can do some early-morning shopping, partake of a sumptuous standup buffet and enjoy a motivational speaker.

WELCOME: JO ELLEN QUALLS, vice president, Tiffany & Co.; board member, Pacific Symphony Orchestra

INTRODUCTION: SANDY DANIELS, member, Pacific Symphony Orchestra League; co-chair PSO gala

GUEST SPEAKER: MARY NEWKIRK, consultant; former executive director, Long Beach Symphony

Session Sponsored by Tiffany & Co. and South Coast Plaza

BRING \$100

AM C 9 - 10:30 AM **X** 1. The Happy Booker: 10 Rules of the Negotiating Game

SAN MARCOS/SAN JUAN **2nd Fl.**

Flip Chart

30

An entertaining look at the 10 steps to successful negotiation of guest artist contracts, including building relationships with artist managers, styles of dialogue with managers, moving from oral to written agreements and the context in which discussions take place. You'll have a chance to watch simulated dialogues between orchestra managers and artist managers, and join in during the audience participation segment.

JOAN LOUNSBERY, executive director, Santa Rosa Symphony
 MONICA FELKEL, artists manager, Young Concert Artists

Handwritten scribbles

D M 9 - 10:30 AM **X** 2. Winning Direct Mail

SAN PEDRO/SAN DIEGO **2nd Fl.**

From the nuts and bolts of a classic brochure campaign to the latest trends in direct mail strategies for the arts, a leading expert offers great advice on how to best maintain your database, capture your target market, and gain valuable insight from merge/purge reports and response analysis.

TOM HOLM, vice president, Enertex

REBECCA MENES, marketing manager, Los Angeles Philharmonic

Session Sponsored by Enertex



38

O 9 - 10:30 AM **X** 3. The Art of Planning in Operations
SAN GABRIEL 2nd Fl.

Good preparation and planning will take the guesswork and oversight out of your job, and make concert production run smoothly. How-to hand-books and worksheets will be yours if you attend this important session.

- JIM MEDVITZ, *vice president artistic and orchestra operations*, Pacific Symphony Orchestra
 - KATHRYN CROSBY, *director of operations*, Modesto Symphony
 - ANDREW DUBOWSKI, *operations and facilities manager*, San Francisco Symphony
- Session Sponsored by James T. Medvitz

21

B V 10:45 - 12 PM **X** 1. Special Event Fund Raising
SAN MARCOS/SAN JUAN 2nd Fl.

The stalwart volunteers of orchestras annually present fun, lucrative and innovative fund raisers which secure needed dollars and wider publicity. Enjoy several presentations of great ideas you can use with your orchestra.

- LISA BURY, *assistant director of development*, Lyric Opera of Chicago
 - "LOUNGE NIGHT AT LYRIC," LISA BURY
 - "EVENING AT THE PALACE - TALES OF SCHEHERAZADE," MERRIE HARPER, *special events manager*, Philharmonia Baroque Orchestra
 - "ANTIQUES ALLEGRO," LEE MINER, *past president*, Tulare County Symphony League
 - "GOLDEN HUTS," PATTY THAYER, *marketing director*, San Luis Obispo Symphony
 - "RETAIL RELATIONSHIPS," BILLUR WALLERICH, *director of community relations*, South Coast Plaza
- Session Sponsored by Dr. Sylvia Shepherd

54

B V 10:45 - 12 PM **X** 2. Treasurer & Finance Director:
Are We Looking at the Same Bottom Line?
SAN PEDRO/SAN DIEGO 2nd Fl.

Review the responsibilities of a non-profit treasurer, from preparing informative reports for the Board to establishing institutional monetary policies. Discover workplace differences for treasurers in organizations with no staff, small staffs, and larger staffs. Talk about independent audits and FASB regulations, common accounting software, and fund accounting principles.

- ROB BIRMAN, *general manager*, Santa Barbara Symphony
- TOBI NIELAND, *treasurer*, Inland Empire/Riverside County Symphony
- TERRY SCHOMBURG, *vice president of finance*, Pacific Symphony Orchestra

had final reports for 20 orgs. looked at

AM B 10:45 - 12 PM **X** 3. Bound for Glory: Contracts
SAN GABRIEL 2nd Fl.

In the everyday running of an orchestra there are many times when a contract or memorandum of understanding needs to be written: from the writing of employment contracts, a collective bargaining agreement, contracted services, endowment agreements, collaborations - and other situations as well. For the protection of the institution and to avoid misunderstandings, to clarify responsibilities, and for many other reasons, orchestras should document their arrangements. In this panel, there will be a discussion of the many occasions a contract or agreement is helpful, and what might be included in these contracts to avoid future difficulty.

- Cathy French
 - CAMILLE REED, *executive director*, Modesto Symphony
 - CAMERON SMITH, *general counsel*, Pacific Symphony Orchestra
- Session Sponsored by Schweikert & Company

32

ALL \$ 12 - 2 PM Applause! Applause! Luncheon

Reserved table
1st from KRIS.

COSTA MESA 1st

Blue dots on coffee cups.

- GUEST SPEAKER: ACTOR, JOHN DE LANCIE
- INTRODUCTION: LLEWELYN CRAIN, *director of educational initiatives*, Los Angeles Philharmonic

RAFFLE

John is full of ideas on making your concerts visually interesting. Hear what an actor has to say about the concert experience and find out what he is already doing in some California orchestras. John de Lancie's career spans the areas of stage, movies and television, where he has proven himself an actor, director and producer of note. He has appeared in nearly 100 TV shows, including his best-known role as Picard's bothersome adversary "Q" on Star Trek, The Next Generation. He co-owns a production company with Leonard Nimoy, Alien Voices, which has produced projects for Simon & Schuster, TNT, New Line, The Sci-Fi Channel, and California School Systems. Mr. de Lancie's love of music began as a child in Philadelphia, where he listened to Saturday night concerts at Philadelphia's Academy of Music. He has performed as a speaker and narrator with the New York Philharmonic, the Philadelphia Orchestra, the Los Angeles Philharmonic, the Milwaukee Symphony, and others.



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Podium Mic.

ALL 2:30 - 4 PM

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INTRODUCTION: JOSEPH TRUSKOT, executive director, Monterey Symphony
GRAND INQUISITOR: DEBORAH BORDA, vice president and managing director, Los Angeles Philharmonic

PANELISTS: Frank Amoss

- ROB BIRMAN, general manager, Santa Barbara Symphony
- ~~WAYNE BROWN~~, director of music & opera, NEA

JOHN DE LANCIE, actor

CATHERINE FRENCH, principal, Catherine French Group

RICHARD GOURLEY, president/ceo, San Jose Symphony

LINDA HEDGEPEETH, past president, Santa Barbara Symphony League

- PETER JAFFE, music director, Stockton Symphony

AIMEE KRESTON, concertmaster, Pasadena Symphony

TIM MANGAN, classical music critic, Orange County Register

PAUL MINICUCCI, deputy director, California Arts Council

RACHAEL WORBY, music director, Pasadena Pops

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PROGRAM:

- | | |
|------------------------------|----------------|
| GRIEG | PIANO CONCERTO |
| ANTONIO POMPA-BALDI, PIANIST | |
| GUSTAV HOLST | THE PLANETS |
| JOHN WILLIAMS | STAR WARS |
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