

Made in California

land of music makers



36th Annual Conference • August 5-7, 2004

HOTEL NIKKO • SAN FRANCISCO

PRESENTED BY

ACSO

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS
36TH ANNUAL CONFERENCE

10 Best Reasons to Come to the Conference



Concerts and cuisine

Answers and analyses

Location · San Francisco *Do you really need any other reason?*

Ideas, ideas, ideas

Fabulous prizes

Outstanding speakers

Renewed enthusiasm

Newest techniques and technologies

Insight and inspiration

Annual event *Your only chance this year to take advantage of a Conference customized to your needs*

MANY THANKS TO THESE CONFERENCE SPONSORS (PARTIAL LIST)

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Special thanks to Jeanette Bovard, editorial consultant · Davies Symphony Hall Photo Courtesy SF War Memorial

Made in California

land of music makers

CALIFORNIA. The Golden State...where everything is possible. The Wild, Wild West...where anything goes. Land of Music Makers...where more than 130 orchestras and countless ensembles of every size and instrumentation enrich our communities and enhance an already-legendary artistic legacy.

As Music Makers, we are pioneers and pacesetters, preservationists and purveyors of the best our profession has to offer. We are world-class orchestras and Grammy-winning recording artists. We are community ensembles and student performers. Above all, we are colleagues, united in a common goal to provide music that is thoughtful, meaningful, exciting, and inspirational.

Are you as enthusiastic and inspired as you'd like to be? Would you like to discover how your peers cope with the more challenging demands of plying our profession? Are you willing to share your successful programming concepts or fundraising ideas? Could you benefit from an update on the latest technologies available to us? And wouldn't you find a three-day immersion in workshops and brainstorming sessions, punctuated by superb concerts and fine cuisine, to be educational, energizing and enjoyable?

ACSO's 36th Annual Conference is your ticket to all this and more. This is your very own, customized-to-your-needs, designed-with-you-in-mind, music/management/governance symposium. We look forward to seeing you August 5-7 in San Francisco!



CONFERENCE QUICK LOOK

WEDNESDAY, AUGUST 4, 2004

- 3 - 4:30 pm ACSO Board of Directors Meeting
- 5 - 8 pm Registration & Vendor Set-Up, Resource Room

THURSDAY, AUGUST 5, 2004

- 9 - 9:45 am Program Notes: Conference Orientation
- 9:45 - 10:45 am Musical Jeopardy
- 11 am - 1 pm Gold Rush: Peer Forums and Lunch
- 1:15 - 2:15 pm Orchestral Etudes: Facts and Figures from California Symphony Orchestras
- 2:30 - 3:45 pm Opening General Session with Libby Larsen
- 4 - 5 pm California Confab: ACSO Annual Meeting and MVP Awards
- 6:30 pm Opening Night Concert and Celebration, The Hutchins Consort

FRIDAY, AUGUST 6, 2004

- 8:30 am - 12 pm Power Seminar: Using Strategy to Get Ahead
- 9 - 10:30 am
 1. The 21st Century Finance Department: Internal Controls
 2. Academic Standards Are Your Friends
 3. Composers: More Than Just a Commission
- 10:45 am - 12 pm
 1. The Modern H.R. Department
 2. Internet Marketing: What is Working?
 3. Youth Orchestras Marshalling Your Resources
- 11 am - 4 pm Volunteers and Guilds Seminar
- 12 - 2 pm Applause! Applause! Luncheon, SFS Multi-media Program "Keeping Score"
- 2:30 - 4 pm
 1. The Best Role of Your Life: Ask for the Gift
 2. Planning the Season
 3. Psychographics vs. Demographics
- 5:30 pm Napa Valley Picnic Dinner and Music in the Vineyards Concert (seating limited)

SATURDAY, AUGUST 7, 2004

- 9 - 10:30 am
 1. Special Event Fundraising
 2. The ABCs of Donor Acknowledgement and Gift Accounting
 3. From the Musician's Stand
 4. In Boards We Trust: How to Maximize Time, Target Efforts, and Sharpen Institutional Vision
- 10:45 am - 12 pm
 1. The Conductor's Podium
 2. Panning for Gold: Donor Research
 3. Education: To Lead Forth - Where?
- 12 - 2 pm Applause! Applause! Luncheon, Composer Lou Harrison Documentary
- 2:30 - 4:30 pm
 1. Youth Orchestras Roundtable
 2. Writing Winning Direct Mail Pieces
- Evening On Your Own: *Grab a group of friends and go out on the town! Shows, restaurants, and more!*

schedule of events



WEDNESDAY, AUGUST 4, 2004

3 - 4:30 pm

ACSO Board Meeting

5 - 8 pm

Registration & Vendor Set-Up Resource Room Open

THURSDAY, AUGUST 5, 2004

8 am - 4 pm

Registration & Resource Room Open

Learning and sharing resources are the main themes of ACSO's Annual Conference. Our aptly named Resource Room offers attendees the opportunity to meet and mingle in a mutually supportive atmosphere. Learning and networking doesn't stop when your workshop session ends. Use your free time wisely to peruse other orchestras' season brochures, participate in software demonstrations, pick up information on artists and meet in person with the artists' managers you've only talked with previously by phone.

9 - 9:45 am

Program Notes: Conference Orientation

ALL

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

Sandi Sigurdson, executive director, San Luis Obispo Symphony

9:45 - 10:45 am

Musical Jeopardy

ALL

California truly is the land of music makers. From Stravinsky to Salonen, the Golden State has a rich legacy of pioneers and pace-setters among its nearly 200 orchestras. Discover history and news from a cross section of California orchestras and their supporters in this lively and informative opening session! You just might find the next best idea for your orchestra right here!

HOST:

Robert Birman, executive director, Philharmonia Baroque Orchestra

SPECIAL GUEST:

Henry Fogel, executive director, American Symphony Orchestra League

11 am - 1 pm

Gold Rush: Peer Forums

Here it is—an unparalleled opportunity to build your network by meeting, mingling, and exchanging information with your colleagues. This is not a presentation with a speaker; it is a participatory roundtable for staff and volunteer peers. You may be asked to split off into different groups if there are more than 10 at each table. Tables include:

- 1 Managers with budgets over \$2 million
- 2 Presidents and Board Members with budgets over \$2 million
- 3 Managers with budgets from \$500,000 to \$1.9 million
- 4 Presidents and Board Members with budgets from \$500,000 to \$1.9 million
- 5 Managers with budgets from \$300,000 to \$500,000
- 6 Presidents and Board Members with budgets from \$300,000 to \$500,000
- 7 Managers, Presidents, and Board Members with budgets under \$300,000
- 8 Marketing Directors/Staff
- 9 Public Relations Directors/Staff
- 10 Development Directors/Staff
- 11 Operations/General Managers
- 12 Finance/IT Staff & Volunteer Treasurers
- 13 Education Staff & Volunteers
- 14 League & Guild Volunteers
- 15 Youth Orchestra Staff & Volunteers
- 16 Festivals Staff & Volunteers

Please register for a table, by table number, on the registration form. For your convenience, box lunches are available for purchase.

\$ ADVANCE REGISTRATION REQUIRED

KEY

ALL	All	F	Finance
AM	Artist 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	\$	Additional Cost

1:15 - 2:30 pm

ALL

Orchestral Etudes: Facts and Figures from California Symphony Orchestras

For the third consecutive season, ACSO has surveyed its member orchestras to uncover industry trends in marketing and ticket sales, fundraising and special events, orchestra personnel and staffing, and concert production—information you need to know to support your grant proposals, decision-making, and general knowledge of the industry.

Participants in this year's survey will receive the report of comparative data at this session free-of-charge. Others may purchase a copy of the report if desired.

Patty Gessner, marketing consultant

2:45 - 3:45 pm

ALL

Opening General Session with Libby Larsen



"The Concert Hall that Fell Asleep and Woke Up as a Car Radio"

The first woman to serve as a resident composer with a major orchestra, Libby Larsen has held residencies with the California Institute of the Arts, the Arnold Schoenberg Institute, the Philadelphia School of the Arts, the Cincinnati Conservatory, the Minnesota Orchestra, the Charlotte Symphony, and the Colorado Symphony. Her works have been performed and premiered by many orch-

estras in California, notable among them The Women's Philharmonic, American/Soviet Youth Orchestra, and Long Beach Symphony.

Join us as we welcome Ms. Larsen back to California to share her singular perspective and optimistic outlook on the future of American orchestras.

4 - 5 pm

ALL

California Confab! ACSO Annual Meeting

It has become an annual tradition for ACSO to recognize the year's "Most Valuable Players" from among the hundreds of deserving volunteers, staff, and musicians from throughout the state. This year we also present the first annual Dennis deCoteau Award honoring one individual for outstanding service to a California Symphony Orchestra. Kris Sinclair and Jim Medvitz will present the "state of the state" address. All member orchestras will be asked to vote on the slate of officers for ACSO's 2004-05 Board.

MVP AWARD PRESENTER:

Asher Raboy, music director, Napa Valley Symphony

6:30 - 9 pm

ALL

On the Town: Opening Night Concert & Celebration



A very special evening awaits us in San Francisco's historic beautiful Green Room of the Veteran's Memorial Building at the Civic Center—home of the United Nations and sister hall of the famed San Francisco Opera House. The Hutchins Consort headlines the program, which also features some extraordinary emerging talent from the Bay Area. We cap the evening with a reception on the outdoor patio overlooking San Francisco's City Hall.

The Hutchins Consort plays on eight scaled violins of the violin octet designed and built by famed luthier Dr. Carleen Hutchins. The instruments are the first successful attempt to create an acoustically balanced set of instruments that can sound truly like violins across the entire range of written music. With instruments ranging from the tiny treble violin, tuned one octave above the standard violin, to the gigantic large bass violin, tuned one octave lower than a cello, the Hutchins Consort produces an astonishing palette of sounds.

Camille Reed, board member, ACSO

\$ ADVANCE REGISTRATION REQUIRED

Includes wine bar, hors d'oeuvres, concert, dessert and coffee. Wine courtesy of John Stipicevich and Chumeia Winery.

FRIDAY, AUGUST 6, 2004

8 am - 4 pm

Registration & Resource Room Open

8:30 am - 12 pm

B EX V Y

Power Seminar: Using Strategy to Get Ahead

Looking for better ways to make your orchestra the best it can be? Learn from a panel of experts how you can apply strategic thinking to all aspects of your orchestra's governance and management.

Whether your orchestra is big or small, this Power Seminar is for you. With real case studies that you provide, this seminar will help you take a fresh look at solving your challenges. Don't miss this golden opportunity to consult with the experts who have been making hard decisions for many years.

The Power Seminar is recommended for staff and board members and will include a continental breakfast.

Brent Assink, executive director, San Francisco Symphony

Corty Fongler, management consultant

Bob Lasher, director of development, San Francisco Symphony

\$ ADVANCE REGISTRATION REQUIRED

9 - 10:30 am

B EX F Y

1. The 21st Century Finance Department: Internal Controls

The world, and the rules, are changing at a frenetic pace. Are you doing due diligence? How much is enough? This session will help you look at issues such as internal controls, financial ethics and reporting, accounting standards and more. Who is responsible and for how much? While many of the answers apply regardless of staff size, special emphasis will be placed on managing these issues with limited human resources.

J. F. Coffin IV, principal, Arts Finance Resources

E V Y

2. Making the Grade: Academic Standards Are Your Friends

With continued cuts in music education, orchestras are constantly picking up more and more of the responsibility of introducing young people to classical music. Mandated standards for the classroom can be your best ally in the fight for funding and teacher time. See how some California orchestras are using standards to beef up the value and effectiveness of their school-based educational programs.

Ron Gallman, director of education, San Francisco Symphony

Susan Stauter, artistic director of high schools, San Francisco Unified School District

AM C EX M

MU O Y

3. Composers: More Than Just a Commission!

California orchestras continue to make national news for their significant commitment to programming new music. In this session you will learn that composers can offer so much more than just a score and parts. We'll examine best practices in the state highlighting symphonies and youth orchestras of all budget sizes that are making the most of this often overlooked resource!

William Kraft, composer

Libby Larsen, composer

Heidi Lesemann, director, LA Chapter, American Composer's Forum

Jim Medvitz, VP strategic planning & special projects, Pacific Symphony Orchestra

10:45 am - 12 pm

B EX Y

1. People Who Need People: Human Resources

Human resources work affects nearly everyone in an orchestra—whether as an employee or employer. It pays to bring a human element to the evaluation process when possible. You'll learn how to approach a potentially sensitive situation, examine models for focusing on the real issues at stake, and discover valuable tricks of the trade that make H.R. less like E.R. and more like P.R.

Rob Birman, executive director, Philharmonia Baroque Orchestra

Jim Robinson, director of human resources, San Francisco Symphony

E EX M V

2. Online or Out of Touch – Are You Web Savvy?

These days it seems everyone is getting information from the Web. Technology is making web-based options more affordable and user-friendly. Find out how to maximize the Web for your organization.

Roger LaGreca, new media manager, San Francisco Symphony

Michele Prisk, director of marketing, San Francisco Symphony

B C V Y

3. Today's Youth Orchestras: Marshalling Resources for Success

It is said that "the best place to succeed is where you are with what you have." Maintaining a functional and vibrant organization is enough of a challenge, so how do you do it when nearly everyone is a volunteer or with limited staff? Running a youth orchestra is a complex business requiring motivational, educational, and political skill. Hear about two groups that are marshalling their resources with creativity and success.

Steven Payne, executive director, Pacific Symphony Youth Orchestra

Robert Frelly, music director, director of music education, Chapman University

11 am - 12 pm

2 - 4 pm

B V Y

Volunteer Seminar

Thanks is not enough. Orchestras depend on their support groups not only to raise money—but also to operate professionally. How is yours adapting? Some shining stars will share their scars (and insights, too) on how to improve results, internally and externally. From special events to working with your orchestra staff and board, this 3-part seminar is a must-do for everyone serious about volunteers!

PART I: Board Officers, By-laws and Policies

John Friedemann, senior partner, Friedemann, O'Brian, Goldberg & Zarian

PART II: Building Harmony with the Symphony Board

Patricia Clothier, board member, Santa Rosa Symphony

PART III: Nuts and Bolts of Special Events

Camille Reed

ALL 12 - 2 pm **Applause! Applause! Luncheon**



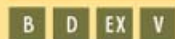
Next Fall the San Francisco Symphony will launch a massive and fully integrated multi-media program aimed at broadening

awareness and support for the model programs that MTT and the Symphony are building. From television to radio to the world wide web, the SFS is pulling out all the stops as it makes a national case for the enduring value of symphonic music in everyone's life. Get a sneak preview of the audio and video at this special luncheon!

Karen Ames, director of communications, San Francisco Symphony
Edie Chang, project manager, San Francisco Symphony
Ron Gallman, director of education, San Francisco Symphony

\$ ADVANCE REGISTRATION REQUIRED

2:30 - 4 pm **1. The Best Role of Your Life**



Individuals give BILLIONS of dollars to nonprofits each year but many continue to solicit small direct mail contributions. This session will demonstrate that every organization has the potential to raise big gifts by identifying major donor prospects and overcoming the fear of asking for large contributions. The training will also discuss how to deal with prospect's criticisms and concerns, the role of the major donor campaign committee, and how to "make the ask" effectively in the cultivation of a major donor campaign.

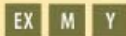
Robert Zimmerman, fundraising specialist and president, Zimmerman Lehman

AM C EX MU **2. Artistic Administration: Planning the Season**



The decision that impacts orchestras most is perhaps what gets programmed during the season. In this session, we'll explore the "yin and yang" of artistic planning, ways to work with your music director and executive director for the best results, and new thinking on incorporating a great resource—our orchestra musicians—into the planning process.

Henry Fogel, executive director, American Symphony Orchestra League
Cindy Hubbard, artistic planning consultant



3. Psychographics vs. Demographics: The Art of the Right Message

Take any major market and the demographics will give you an ample number of bodies to fill the halls of even the most grandiose concert venue. Why, then, is recruiting new patrons so difficult? This session will define the importance of psychographic profiling, help you create a profile of your "most likely to buy" consumer, and teach you how to take that information and roll it into a more effective marketing plan.

Nancy Green, principal, Shennum/Green

5:30 pm

Exclusive! Music in Napa Valley



Bus to Napa and enjoy a picnic dinner on a deck overlooking the Napa River, walk two blocks to the beautiful newly renovated Opera House, and enjoy a concert by the summer festival Music in the Vineyards.



Frederica von Stade

- Brahms Clarinet Trio
- Schubert "Trout" Quintet
- Schubert songs
- A World Premiere by Daniel Brewbaker
- World-class mezzo soprano Frederica von Stade

\$ ADVANCE REGISTRATION REQUIRED
 SEATING IS LIMITED

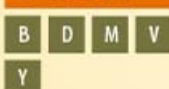


SATURDAY, AUGUST 7, 2004

8 am - 12 pm

Registration & Resource Room Open

9 - 10:30 am



1. Dining and Dancing for Dollars: Special Event Fundraising

Annual fundraising events that are fun, lucrative and innovative are the masterworks of dynamic and dedicated volunteers throughout the State. You'll be amazed at the wealth of creativity in our midst as we highlight some of the most successful current projects. Better yet, you can tailor these great ideas to your own needs to raise needed dollars and gain wider publicity.

- Pacific Symphony's 100 Club, Supper Club
- An Evening at the Palace, Philharmonia Baroque Orchestra
- San Luis Obispo Symphony Ball

Janet Welter, volunteer, San Francisco Symphony Volunteer Council

B D EX F
Y

2. The ABCs of Donor Acknowledgement and Gift Accounting

So you just received a handsome gift of stock. Congrats! Are your gift acceptance policies in place and clear to your donors? You might want to be sure they are before the next big donation rolls in! We'll examine the proper standards for crediting and acknowledging unusual gifts to your orchestra. How much can one deduct? Who sets the donation value? What's the difference between temporarily restricted and permanently restricted? Having a raffle? Join us and be "in the know!"

John Panetta, managing director, Western Area Exempt Organizations Tax Practice, KPMG

C EX MU O

3. From the Musician's Stand

Gain a first-hand understanding of musicians' perspectives on the board-management-musician relationships and their orchestras' ongoing activities. Discover effective communications techniques and when/how to involve your musicians in extra-curricular activities.

Gary Ginstling, executive director, Berkeley Symphony; Principal Clarinet, New West Symphony

B

4. In Boards We Trust: How to Maximize Time, Target Efforts, and Sharpen Institutional Vision

Examining board structure and operations, the role of the president, the nominating or governance committee, managing meetings, reporting relationships, and providing a voice for the community. How to establish a framework which builds constructive engagement and camaraderie. A session perfect for new as well as experienced trustees. Learn more about how other boards of directors have instituted change and brought about dramatically positive results.

Joe Truskot, executive director, Monterey Symphony

10:45 am - 12 pm

ALL

1. From the Conductor's Podium: Talking about Music

How do we talk about music? It's an important part of "selling" your organization. In this session we'll examine ways that any listener can relate what they heard—whether good or bad—with diplomacy and spin. Concert-goers to Napa will be encouraged to share their insights from the prior night's performance.

Michael Morgan, music director, Oakland East-Bay Symphony

B D EX Y

2. Panning for Gold: Donor Research

Where do you turn to insightfully obtain new contributors and add incremental gifts from existing donors? The answer may be in focusing your attention on the hidden wealth and major gifts available from your subscribers and single ticket buyers. This session will discuss various public data sources and research strategies—including the internet.

*Karine Beesley, executive director, Pasadena Symphony
Rachel Fine, director of development, Philharmonia Baroque Orchestra
Bruce Thibodeau, president, Arts Consulting Group*

E EX V Y

3. Education (from the latin educare)—To Lead Forth: Where To?

Classical music organizations wrestle with the purpose of education. Are they a form of community service? Are they marketing tools to develop future audiences? Are they proving grounds for young artists? Our panel will offer examples of each mode—and maybe even consider some new directions.

Jane Hill, executive director, Sacramento Philharmonic

ALL 12 - 2 pm

Applause! Applause! Luncheon



Lou Harrison

Join us as we celebrate "the land of music makers" and pay a special tribute to California composer Lou Harrison. A documentary-in-progress by filmmaker Eva Soltes on Lou's life and music will be shown.

*Robert Hughes, composer/conductor/author
Emil Milan, cellist
Nicole Paiement, artistic director, BluePrint, Parallele Ensemble*

\$ ADVANCE REGISTRATION REQUIRED

2:30 - 4:30 pm

Y

1. Youth Orchestra Roundtable

With a different topic at each table, participants will learn about touring opportunities, using interns to maximize the workload, and understanding the legal ramifications with working with young people.

EX M Y

2. Secrets of Direct Mail

Effective direct mail fundraising is based on the conviction that donors are intelligent, sophisticated, and discerning. Direct mail can be a potent vehicle for public education. Research suggests that for a great many Americans, fundraising letters are a vital source of information. Mal will work from samples you submit for a participatory session.

Mal Warwick, chairman and founder, Mal Warwick & Associates

musical drawing



MUSICAL PACKAGES, GET-AWAYS AND OTHER GOODIES

■ San Francisco Get-Away (2 winners)

Two two-night get-aways at the San Francisco Carlton Hotel.

■ Weekend for 4 in Boothbay Harbor, Maine

Across the street from the water and with great views, it includes breakfast, lobster dinner and boat trip tour.

■ Incline Village Luxury Condominium Weekend

■ San Luis Obispo Get-Away

Enjoy two rounds of surfside golf at the exquisite Avila Beach Resort, unwind at the Petit Soleil Bed and Breakfast (Monday through Thursday).

■ Weekend Stay in Pasadena

Two-night stay at the Westin Pasadena including Sunday brunch.

■ \$500 South Coast Plaza Shopping Spree

■ Consultation with Corty Fengler

One day consultation for your favorite orchestra.

■ Berkeley Symphony

Two tickets to a Berkeley Symphony concert, dinner and overnight accommodations.

■ California Shakespeare Theater

Two tickets to a performance of your choice, June 1 - October 5. A picnic dinner, a bottle of wine and experience an unforgettable evening of classic theater.

■ California Symphony

Two tickets to a 2004-05 concert including dinner and overnight accommodations at the Walnut Creek Marriott.

■ Long Beach Symphony's POPS! Concert

Two tickets to the Long Beach Symphony's POPS! concert March 19, 2005 featuring the Canadian Brass, overnight stay, dinner at a fine restaurant, and tickets for two to the Aquarium of the Pacific.

■ Los Angeles Chamber Orchestra

Two tickets to a 2004-05 concert, CD of Hilary Hahn and the orchestra and four tickets to the Family Concert.

■ Los Angeles Philharmonic

Box for four to the Hollywood Bowl in September 2004.

■ Monterey Symphony Package

■ Napa Valley Package

■ Pacific Symphony Sojourn (2 winners)

A weekend of shopping and dining at the elegant South Coast Plaza, plus two tickets to a Pacific Symphony Orchestra performance with dinner and hotel accommodations.

■ Pasadena Symphony Package

Concert tickets, fine dining and overnight stay for two at the Pasadena Hilton.

■ Philharmonia Baroque Orchestra Extravaganza

Gift basket with concert tickets.

■ San Francisco Symphony Package

Two tickets to a 2004-05 concert, CDs and a two-night deluxe accommodations with Smooth Jazz Sunday Brunch at the Hotel Nikko.

■ Santa Barbara Package

One night at the Upham Hotel, dinner for two at Cafe Buenos Aires, and two concert tickets.

■ Santa Rosa Symphony

Two tickets to any concert of the 2004-05 season and dinner at Willie's Wine Bar.

■ Stockton Symphony

Four tickets to the Opening Concert, September 9 or 11 for the Mendelssohn *Violin Concerto in E minor* with Chee Yun.

Musical Drawing tickets are priced at \$35 for 2, \$50 for 3, \$75 for 6 and \$100 for 10. *Winner need not be present to win.* Purchases made through the mail will be acknowledged and entries placed in the bowl for drawing which will take place the final day of Conference.

Last day to purchase tickets by mail is Friday, July 16.

**ABUNDANT
DAILY RAFFLE PRIZES**
(must be present to win)

DISCOUNTED HOTEL ACCOMMODATIONS



hotel nikko san francisco

222 Mason Street · San Francisco, CA 94102
Phone: (415) 394-1111 · Fax: (415) 394-1159
www.nikkohotels.com

Single or Double Occupancy \$139
(Plus 14% occupancy tax)

Please call (415) 394-1111 to make your reservations no later than Thursday, July 15 to guarantee the Conference rate. Be sure to identify yourself with the Association of California Symphony Orchestras.

DIRECTIONS: The hotel is located in downtown San Francisco at Mason and O'Farrell (close to Union Square). Enter the parking garage and hotel registration area from Ellis Street.

PARKING: Valet parking for overnight guests is \$39 per day. Hourly rates are \$9 for the first hour and \$4/hr. for every hour thereafter (subject to change without notice). Nearby garages are: Downtown Center at Mason & O'Farrell, \$12 for 12-hours if in before 9:30 am; Union Square Garage, two blocks from the hotel, \$2/hr. to a maximum of \$25. The nearest Bart station is at Market and Powell.

CHECK-IN: Check-in time is 3:00 pm. Check-out time is 12 noon. The Hotel Nikko currently charges an Early Departure Fee of \$50 for guests who depart prior to their confirmed departure date. Guests will be able to change their departure date without penalty up to and including the time of registration. Guests who check out prior to their departure date after registration will be subject to this fee. The guest fax number is (415) 394-1106; charges apply.

DIETARY RESTRICTIONS: If you have dietary restrictions, you may make meal changes by faxing Joyce Gonzales at (415) 394-1179; identify this Conference to make your meal changes.

SPECIAL ACSO AIR FARES: Southwest Airlines offers our group a 10% discount into San Jose, Sacramento and Oakland airports from anywhere they fly. Call Group Reservations at (800) 433-5368 Monday through Friday, 8:00 am to 5:00 pm. Central Standard Time and use ID CODE S0216.

BART FROM SFO AND OAKLAND AIRPORTS!

THE INFORMATION IN THIS BROCHURE REPRESENTS A PARTIAL LISTING OF SESSIONS AND SPEAKERS AND IS SUBJECT TO CHANGE · BROCHURE DESIGN BY ALDRIDGE DESIGN, CAMBRIA

REGISTRATION FORM

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____
 E-MAIL _____
 ORCHESTRA AFFILIATION _____
 POSITION _____
 NAME/TITLE FOR ID BADGE _____

I PLAN TO ARRIVE ON _____ AND DEPART ON _____

Single Day Registration: Thursday Friday Saturday

CANCELLATION POLICY

Substitutions and cancellations will be permitted, subject to a \$50 processing charge, with written requests received prior to June 28. No refunds will be issued after July 1. Returned checks are subject to a \$25 service charge.

SPOUSES AND GUESTS

Unregistered spouses and guests may attend meals and concerts by purchasing tickets with a registered delegate. Only registered delegates may attend sessions and seminars.

CONFIRMATION

Confirmation letters will be sent to you the week prior to Conference.

TRANSPORTATION

Transportation is your own responsibility with the exception of the Napa event, where buses will be provided. Cabs and buses are plentiful in San Francisco.

WHO REGISTERS AT THE ACSO MEMBER RATE?

Unless using the Group Rate, member organizations may send **only one** delegate at the Member Rate. Additional delegates who are not Individual Members should register at the non-member rate.

SIGNIFICANT SAVINGS!

■ GROUP REGISTRATION

Available for groups of four to seven or eight or more from the same member organization attending all three days. Each group member should complete a registration form. All registrations with payment must be received at the same time and arrive by July 1.

■ RESOURCE ROOM

For artists, artists' managers or vendors who use the Resource Room for marketing materials or demonstrations and are not current ACSO Business Members.

■ MUSICIAN REPRESENTATIVE

Member orchestras may send one musician free-of-charge (please fill out a separate registration form). This offer is to encourage participation of orchestra musicians; it is not for your conductor or musicians who serve on your board of directors or fulfill other staff duties. The free musician must accompany a paid delegate from his/her orchestra.

ENTER THE MUSICAL DRAWING FUNDRAISER

Great prizes • need not be present to win

\$35 for 2 tickets • \$50 for 3 tickets • \$75 for 6 tickets • \$100 for 10 tickets

YES, WE DO TAKE PHONE/FAX/ ORDERS:

PHONE: (916) 484-6744

FAX: (916) 484-0503

OR MAIL THIS FORM WITH YOUR PAYMENT TO:

Association of California Symphony Orchestras
 2755 Cottage Way, Suite 3, Sacramento, CA 95825
 E-mail: office@acso.org • Website: www.acso.org

REGISTRATION FEES

EARLY REGISTRATION (Received by July 1)

<input type="checkbox"/> ACSO Member (3-day rate)	\$160
<input type="checkbox"/> Non-member (3-day rate)	\$235
<input type="checkbox"/> Single Day (member or non-member)	\$ 80
<input type="checkbox"/> Group Registration (4 - 7)	\$125 per delegate
<input type="checkbox"/> Group Registration (8 or more)	\$ 99 per delegate
<input type="checkbox"/> Resource Room	\$300

REGULAR REGISTRATION (Received after July 1)

<input type="checkbox"/> ACSO Member (3-day rate)	\$185
<input type="checkbox"/> Non-member (3-day rate)	\$235
<input type="checkbox"/> Single Day (member or non-member)	\$100
<input type="checkbox"/> Resource Room	\$300

- I am the delegate chosen by my organization to register at the ACSO member rate
- I am registering as part of a Group
- I am the Musician chosen by my organization to attend free-of-charge
- This is my first ACSO Conference
- I will attend the Peer Forums, Thursday, August 5, 2004
 Table _____ (see page 5)
- I will attend the Power Seminar for Trustees, Friday, August 6, 2004

INDIVIDUAL DUES

<input type="checkbox"/> Current Year (10/1/03 through 9/30/04)	\$ 60
<input type="checkbox"/> Next Year (10/1/04 through 9/30/05)	\$ 60

PAYMENT

Full payment is required before your registration can be processed. Fax reservations are welcomed for credit card orders. Your canceled check/bank statement is your receipt. **To avoid disappointment, please make every effort to purchase your meal and concert tickets by July 16.**

Payment Method: MasterCard Visa Check

ACCT. NO. _____ EXP. _____

CARDHOLDER _____

SIGNATURE _____

TICKETS (Please order and pay for by July 16)

All tickets are on a first-come, first-served basis. 75 tickets are available for the Music in the Vineyards concert in Napa.

■ THURSDAY, AUGUST 5, 2004

Peer Forum Box Lunch	# of Tickets ___ @ \$25 = \$ _____
Opening Night Concert	# of Tickets ___ @ \$35 = \$ _____

■ FRIDAY, AUGUST 6, 2004

Luncheon	# of Tickets ___ @ \$35 = \$ _____
Power Seminar for Trustees	# of Tickets ___ @ \$60 = \$ _____
Music in the Vineyards	
Picnic and Concert	# of Tickets ___ @ \$95 = \$ _____

■ SATURDAY, AUGUST 7, 2004

Luncheon	# of Tickets ___ @ \$35 = \$ _____
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TOTAL MEAL/EVENT TICKETS \$ _____

TOTAL REGISTRATION/DUES \$ _____

TOTAL MUSICAL DRAWING TICKETS \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

36TH ANNUAL CONFERENCE • AUGUST 5-7, 2004

register



ACSO

ASSOCIATION OF
CALIFORNIA SYMPHONY
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