

ONCE UPON A TIME  
THE ART OF  
*Storytelling*



47<sup>TH</sup> ANNUAL CONFERENCE  
AUGUST 6-8, 2015  
THE WESTIN LONG BEACH

STORIES TELL US WHO WE WERE, WHO WE ARE, AND WHO WE HOPE TO BE. STORIES INSPIRE ACTION. FROM TIME-HONORED METHOD OF COMMUNICATION TO 21<sup>ST</sup>-CENTURY STRATEGIC JUGGERNAUT, STORYTELLING IMPARTS IDEAS, SHARES EMOTIONS, AND ELICITS RESPONSES THAT ARE IMMEDIATE AND MEMORABLE.

A | C | S | O

ASSOCIATION OF CALIFORNIA  
SYMPHONY ORCHESTRAS

HOSTED BY LONG BEACH SYMPHONY



# Music touches the heart

From a simple tune to the richest harmony, music expresses emotion in ways that can resonate with all of us.

**We're proud to salute the Association  
of California Symphony Orchestras.**

[wellsfargo.com](http://wellsfargo.com)

Together we'll go far



# CONFERENCE QUICK LOOK

## WEDNESDAY, AUGUST 5, 2015

3 - 4:30 pm	ACSO Board Meeting	Melbourne
5 - 6 pm	Resource Room Available for Vendor Set-Up	Tokyo/Vancouver
6 pm	ACSO Board and Major Donor Gathering (by invitation only)	

## THURSDAY, AUGUST 6, 2015

**ASK THE EXPERTS throughout the day. Sign up in the Resource Room.**

8 am - 4 pm	Registration & Resource Room Open	Tokyo/Vancouver
9:30 - 10:30 am	Conference Orientation & ACSO Annual Meeting	Salon B
10:45 - 11:45 am	General Session with guest speaker Terrence McNally	Salon B
12 - 1:30 pm	Luncheon with guest speaker Zette Harbour	Salon C/D
1:45 - 3:45 pm	Peer Forums	See Page 10
3:45 pm	Network, Ask an Expert (free 30-minute consultations), ACSO Fundraiser	Tokyo/Vancouver
4:30 - 5:30 pm	President's Reception for ACSO Individual Members	Vancouver Patio
6:30 - 8:30 pm	Overture Party at the Aquarium of the Pacific	Long Beach Aquarium

## FRIDAY, AUGUST 7, 2015

**ASK THE EXPERTS throughout the day. Sign up in the Resource Room.**

8 am - 4 pm	Registration & Resource Room Open	Tokyo/Vancouver
8:30 - 9:45 am	General Session with guest speaker Deborah F. Rutter	Salon B
10 - 11:30 am	1. Plots with Purpose: Programming Education Concerts 2. Starring Roles: Leadership, the Board, and Senior Staff 3. Flash Fiction & Short Stories: Social Media Marketing	Melbourne Salon D Barcelona/Casablanca
12 - 2 pm	Luncheon with guest speaker Patricia Ward Kelly	Salon B
2:15 - 3:30 pm	1. Messaging for Impact: The Minute Message Model 2. Happily Ever After: A Retirement Tale 3. Leadership Changes: Writing a New Chapter	Salon D Melbourne Barcelona/Casablanca
3:45 - 5 pm	1. Tall Tales and Ticket Sales 2. Smooth Transitions and Character Development 3. Fresh Faces in Timeless Classics: Youth Orchestras Meet Up	Salon D Barcelona/Casablanca Melbourne
6:30 - 10 pm	An Evening Aboard The Queen Mary	The Queen Mary

## SATURDAY, AUGUST 8, 2015

**ASK THE EXPERTS throughout the day. Sign up in the Resource Room.**

8 am - 2 pm	Registration & Resource Room Open	Tokyo/Vancouver
8 am - 11:45 pm	Power Seminar for Leadership	Ocean Ballroom
8:30 - 9:45 am	1. Operations Action Heroes: Strategies and Solutions 2. Just the Facts, Ma'am, Just the Facts... 3. Creating Pizzazz: Special Event Fundraising	Salon D Barcelona/Casablanca Melbourne
10 - 11:30 am	1. Community Narratives: Authoring Your Corporate Fundraising 2. The Festival Experience	Salon D Melbourne
12 - 2 pm	Luncheon with guest speaker Michael Torke	Salon B
2:30 - 4 pm	1. Peer Forums Redux 2. Ask An Expert Roundtables	Salon C/D Salon C/D

Join the Hubble Telescope Anniversary—

Program *Cosmic Dust*

Email [music@russellsteinberg.com](mailto:music@russellsteinberg.com)

Visit: <http://www.russellsteinberg.com/cosmic-dust/>

Phone: 818-903-2022

Celebrate the 25th Anniversary of the  
Hubble Space Telescope

# Russell Steinberg Cosmic Dust

14 minute orchestral work  
for winds in 2, 1 perc, timpani, and strings

*We physicists explain the universe.*

*What Russell did is to convey how we feel about the universe.*

Dr. Mario Livio, Senior Astrophysicist, Space Telescope Science Institute

*People crowded into Shriver Hall at Johns Hopkins University to hear  
"Cosmic Dust," an orchestral piece set to images of deep space.*

*A trumpet fanfare conveyed the immense power of an exploding star;  
a cascade from the violins accompanied the flights of comets.*

SCIENCE NEWS April 7, 2015



Jed Gaylin conducting Cosmic Dust with the Hopkins Symphony Orchestra

Welcome to the International City of Long Beach! On behalf of the City Council and people of the great City of Long Beach, we are honored to serve as your host city for ACSO's 47th Annual Conference.



We couldn't be prouder that the Long Beach Symphony, a widely admired community institution here in our city, is serving as your host orchestra.

With the scheduled events at the Aquarium of the Pacific and aboard the Queen Mary, you will get just a taste of our City's thriving arts and cultural scene. We hope you will enjoy your time in Long Beach, learning best practices and networking with your colleagues, while delighting in our thriving downtown-by-the-sea. Within immediate walking distance of the Conference, you will find numerous shops, restaurants, galleries, and parks for your enjoyment, and I hope you will spend some time visiting some of the great amenities our downtown has to offer.

ACSO is doing important work, ensuring that the residents of America's cities have access to world class musical performances. We greatly appreciate your choosing Long Beach for this year's conference, and I hope you will consider us again in the future.

Enjoy your stay!

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Garcia".

Mayor Robert Garcia

# GREETINGS!

On behalf of the Long Beach Symphony Association's Board of Directors, we are thrilled to serve as your host orchestra for this year's Annual Conference. You have joined us at an historic and exciting turning point in our 80-year history. With new, dynamic administrative leadership and an expanded, engaged and reinvigorated Board, we are stronger than ever and excited to dream about all the possibilities as we embark on an amazing journey in search of new artistic leadership. We hope you can feel and see this enthusiastic optimism when interacting with our Board members, staff members, volunteers and musicians during these three busy days. We look forward to sharing our story with you and to hearing your tales of success, as well.



Here's to a wonderful Conference-by-the-sea!

A handwritten signature in black ink that reads "Irv Miller".

**Irv Miller**, president, Long Beach Symphony

A handwritten signature in black ink that reads "Kelly Ruggirello".

**Kelly Ruggirello**, executive director, Long Beach Symphony



# SPECIAL THANKS!

Many thanks to our 2015 Hosts,  
**Long Beach Symphony &  
Ovation! Volunteers of the  
Long Beach Symphony**

## **2015 CONFERENCE CHAIR**

Kelly Ruggirello

## **MEMBERS OF THE 2015 CONFERENCE COMMITTEE**

**NancyBell Coe, Sonia Marie De Leon De Vega, Mireya Asturias Jones,  
Bruce Kiesling, Meghan Martineau, Chris Rountree,  
Adrienne Valencia, Paul Zdunek**

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the 47th Annual Conference (as of June 30, 2015).

Arts Consulting Group  
William Burke, Los Cinco Locos  
Jeanette Bovard, editorial consultant  
Catalina Express  
Carmel Bach Festival  
Disneyland  
Dream Warrior Group & ARTdynamix  
Hotel Constance in Pasadena  
James Drummy  
Hollywood Bowl  
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Los Angeles Chamber Orchestra  
Alan Mason & Timothy Rodrigues, River Myst Winery  
Oakland Symphony  
Ojai Music Festival  
Pacific Symphony  
San Bernardino Symphony  
San Diego Symphony  
San Francisco Symphony  
Santa Cecilia Orchestra  
George Sinclair  
Adrienne Valencia  
Webvanta  
Westin Long Beach  
Wyndham Avenue of the Arts

**We do.** Community is at the heart of what we do. Every day we strive to provide thoughtful solutions for our customers and to help our community prosper. What can we do for you?

Jason Saslow  
Senior Vice President  
916-640-1506  
jsaslow@fivestarbanc.com



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## Managing ACSO's Financial Portfolio for 9 Years and Counting!

Steven J. Deelstra, CFP  
Senior Vice President-Wealth Management,  
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# CONFERENCE NOTES

## CONFERENCE REGISTRATION, TICKETS AND RESOURCE ROOM

Tokyo/Vancouver

Conference registration and special event tickets can be paid for by cash, check, or credit card. Make checks payable to ACSO. Tickets for meals or concerts cannot be exchanged or refunded.

## RESOURCE ROOM HOURS

Tokyo/Vancouver

Wednesday, August 5	5 pm - 6 pm (Vendor Set-up)
Thursday, August 6	8 am - 4 pm
Friday, August 7	8 am - 4 pm
Saturday, August 8	8 am - 2 pm

## WHAT'S IN THE RESOURCE ROOM?

- **About ACSO**
- **Ask the Experts Sign-ups**  
Free, private 30-minute consultations will be available during the Conference. Sign-ups are first come, first served and will be posted on the bulletin board in the Resource Room (Tokyo/Vancouver)
- **Orchestra Brochures**
- **Artists Manager Brochures and Rosters**
- **Vendor Information**
- **Registration Desk**  
Check-in  
Purchase tickets
- **Advocacy Information Table**
- **Silent Auction and Musical Drawing**
- **Morning Coffee Service (served until 11 am)**

### 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.



The ACSO Conference is on Twitter.  
Join the conversation [#ACSO2015](#)

# SCHEDULE OF EVENTS

## WEDNESDAY, AUGUST 5, 2015

### ACSO BOARD MEETING

3 – 4:30 pm

MELBOURNE

### RESOURCE ROOM AVAILABLE FOR VENDOR SET-UP

5 – 6 pm

### CAST OFF! ACSO BOARD AND

### MAJOR DONOR GATHERING

6 pm *(by invitation only)*

SPONSORED BY KATHY SLAZAK

## THURSDAY, AUGUST 6, 2015

### REGISTRATION AND RESOURCE ROOM OPEN

8 am – 4 pm

TOKYO/VANCOUVER

### CONFERENCE ORIENTATION AND

### ACSO ANNUAL MEETING

9:30 – 10:30 am

SALON B

Open your eyes, your ears, and your minds. We have stories to tell – stories that will inspire, inform, and empower. Prepare to make the most of the Conference experience by starting at the very beginning. This brief orientation session will put myriad details in context, so that these three days of learning and sharing will become a richly rewarding journey of discovery for each and every one of us.

*Kelly Ruggirello, executive director, Long Beach Symphony*

### Association of California Symphony Orchestras' Annual Meeting

- Welcome: Irv Miller, president, Long Beach Symphony
- Guest: Ann Meier Baker, director of music and opera, National Endowment for the Arts
- Guest: Craig Watson, director, California Arts Council
- Election of ACSO Officers; Change to ACSO Bylaws

*Debbie Chinn, executive director, Carmel Bach Festival; president, ACSO*

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WELLS  
FARGO

**OPENING GENERAL SESSION**



**“TAPPING THE UNIQUE POWER OF STORY AND NARRATIVE”**

**10:45 – 11:45 am**

**SALON B**

Discover why narrative and storytelling are uniquely powerful when it comes to motivating your audiences and advancing your cause. Learn the elements of a good story – whether in a Hollywood screenplay or a one-to-one conversation. Develop the practice of communicating in “story packages” – combining a compelling story, a great piece of data, and a clear call to action. Explore how to build a storytelling culture within your organization.

Terrence McNally, a strategic communications consultant, speaker, writer, and coach for foundations, non-profits, public agencies, and progressive businesses, Terrence helps clients develop more engaging narratives and tell more compelling stories.

**Introduction:** Jonathan Weedman, *regional vice president, Wells Fargo Foundation*

SPONSORED BY NANCYBELL COE AND BILL BURKE

**LUNCHEON WITH GUEST SPEAKER ZETTE HARBOUR –**



**“THIS IS YOUR BRAIN ON STORIES”**

**12 – 1:30 pm**

**SALON C/D**

Did you know that a person is more likely to donate to your organization after hearing an impactful story? Neuroscience has documented the direct relationship stories have with our brain chemistry, our emotions, and our subsequent actions, such as donating money. Award-winning storyteller, Zette Harbour weaves inspiring science with empowering story for this brief peek into our brains.

Zette Harbour is an award-winning professional storyteller, narrative consultant & speaker. She is a workshop facilitator, a writer and a presenter, and is the founder and artistic director of the Peace Love Story Fest. Zette has been performing, teaching and working with Story for over two decades.

**Introduction:** Kelly Ruggirello, *executive director, Long Beach Symphony*  
\$ Advanced registration required.

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**PEER FORUMS: TRUE STORIES & SHARED WISDOM**

**1:45 – 3:45 pm**

Among the unique features of each ACSO Conference are the targeted sharing opportunities offered via Peer Forums. With constantly shifting plots, crises emerging and subsiding, and new characters to take into account, orchestral careers can seem a bit melodramatic. These sessions bring the right cast of characters/ personnel together to discuss common issues, interests, and insights.

**1. Managers with budgets over \$1 million** **NAPLES**  
Kelly Ruggirello, *executive director, Long Beach Symphony*

**2. Board Members with budgets over \$1 million** **MELBOURNE**  
Paulette Matson, *board member, Long Beach Symphony*

**3. Managers with budgets \$500,000 to \$999,999** **SALON B**  
Jan Derecho, *executive director, Santa Cruz Symphony*

**4. Board Members with budgets \$500,000 to \$999,999** **SALON B**  
Dean McVay, *board member, San Bernardino Symphony*

**5. Managers with budgets under \$499,999** **SALON B**

**6. Board Members with budgets under \$499,999** **SALON B**

**7. Marketing Directors and Staff** **SALON C/D**  
Nicola Reilly, *director of marketing and PR, Carmel Bach Festival*

**8. Public Relations Directors and Staff** **SALON B**  
Janelle Kruly, *public relations associate, Pacific Symphony*

**9. Development Directors and Staff** **SALON C/D**  
Genevieve Macias, *director of development & communications, Long Beach Symphony*

**10. Operations and General Managers** **SALON B**  
Peggy Magee, *director of operations, Long Beach Symphony*

**11. Finance/IT Staff and Volunteers** **BARCELONA**  
Dana Ramos, *director of finance, Long Beach Symphony*

**12. Education Staff and Volunteers** **CASABLANCA**  
Issy Roberts, *manager of operations & education, Long Beach Symphony*

**13. League and Guild Volunteers** **CASABLANCA**  
Mary Hester, *president, Long Beach Symphony Ovation*

**14. Festivals** **BARCELONA**  
Debbie Chinn, *executive director, Carmel Bach Festival*

**15. Youth Orchestra Staff and Volunteers** **CASABLANCA**  
Andrea Castillo, *music education director, San Luis Obispo Symphony*

**16. Conductors** **BARCELONA**  
Sonia Marie De Leon De Vega, *music director, Santa Cecilia Orchestra*

**DEVELOP YOUR CHARACTER: NETWORK,  
ASK AN EXPERT AND ACSO FUNDRAISER**

**3:45 pm**

**TOKYO/VANCOUVER**

You are the protagonist of your own story – so don't shortchange your character's development. Give your hero/heroine (that's you!) superpowers learned from the experts, a strong supporting cast, state-of-the-art tools and technology, and fantastic adventures.

**PRESIDENT'S RECEPTION FOR  
ACSO INDIVIDUAL MEMBERS**

**4:30 – 5:30 pm**

**VANCOUVER PATIO**

Acknowledgements are an important feature of every story. ACSO Conferences have many to recognize - most importantly those without whom our narrative would have no intrigue or rationale – you, our members! We take this opportunity to thank ACSO Individual Members at this informal gathering. Have a drink on us! Please note: you must be (or become) an Individual Member to attend this event.

SPONSORED BY SHARON SIMPSON

**OVERTURE PARTY AT THE  
AQUARIUM OF THE PACIFIC**

**6:30 – 8:30 pm**



Enjoy cocktails overlooking the beautiful Pacific Ocean before entering the Aquarium where you will be free to discover the wonders of this home to more than 11,000 animals while listening to the soothing tunes of cool jazz.

*The Aquarium is .59 miles (about 7 blocks) from the Westin – about a 14 minute walk. The Long Beach Passport Bus will be available for transportation. The bus stop is located in front of the Renaissance Hotel entrance and the Aquarium. The buses run every 15 minutes. (Transportation on own)*

SPONSORED BY LONG BEACH SYMPHONY  
BOARD OF DIRECTORS



# SCHEDULE OF EVENTS

## FRIDAY, AUGUST 7, 2015

### GENERAL SESSION: COLLABORATE YOUR WAY TO GREATNESS

8:30 – 9:45 am

**SALON B**

What is an orchestra? In essence, our ensembles are the epitome of collaboration: numerous instrumentalists performing together to create a singular musical experience. Our musicians may be on the same page, but are we part of the main storyline within our communities? To survive – and thrive – our music making needs to play a meaningful role in various aspects of society. Deborah draws from a wealth of experience and achievement to help us discover how to blend our institutions' musical goals into the fabric of each community's culture, heritage, education, politics, traditions, and zeitgeist.



Deborah F. Rutter, *president, John F. Kennedy Center for the Performing Arts; Former ACSO president and director emerita*

**Emcee:** Martha Gilmer, *executive director, San Diego Symphony*

Deborah F. Rutter began her tenure as President of the John F. Kennedy Center for the Performing Arts on September 1, 2014.

Known for emphasizing collaboration, innovation, and community engagement, she is considered one of the most influential arts administrators in the nation.

SPONSORED BY



### BREAKOUT SESSIONS

10 – 11:30 am

**MELBOURNE**

#### 1. Plots with Purpose: Programming Education Concerts

Education concerts are musical textbooks, but they need to be as accessible, colorful, exciting, and engaging as a superhero epic. How do we create innovative performances aligned with educational standards that promote exposure and appreciation of classical music to children through fun, interactive concerts? This session will cover scheduling, creating a theme and tying it into curriculum, effective scripting, visuals and extra-musical elements (actors, singers, dancers) and, of course, specific repertoire. We will also touch on ways to prepare students in

their classrooms so they receive the maximum benefit from the concert experience. The beguiling first chapter in a young person's lifelong musical journey is ours to create.

Jim Petri, *music curriculum leader, Long Beach Unified School District*  
Adrienne Valencia, *director of education & community engagement, San Diego Symphony*

Dana M. Zimbric, *music director, Classics 4 Kids*

**Moderator:** Issy Roberts, *manager of operations and education, Long Beach Symphony*

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## 2. Starring Roles: Leadership, the Board, and Senior Staff

**SALON D**

There may be hundreds of characters in your saga, but plot development is in the hands of the few. Without effective leadership, there is chaos. Where is this story going? How can you ensure your tale is headed towards a satisfying denouement? Explore the relationships between your leadership team and your ensemble's success and accomplishments.

Deborah F. Rutter, *president, The John F. Kennedy Center for the Performing Arts*

SPONSORED BY



## 3. Flash Fiction & Short Stories:

### Social Media Marketing

**BARCELONA/CASABLANCA**

Short, punchy, clever; limited, challenging, frustrating – social media is all this and more. It is also inescapable, omnipresent, and important. This session takes a look at social media tools and explores how to use them to share your stories and build community. While many have mastered the art of pinning, posting, and tweeting, fewer among us take advantage of the analytical tools inherent in these online communications networks. Join us to polish your pithy presentations and learn to gather data for understanding the effectiveness of your marketing strategies.

Sonia Marie De Leon De Vega, *music director, Santa Cecilia Orchestra*  
Chelsea Mason, *digital marketing manager, Los Angeles Philharmonic*  
Nicola Reilly, *director of marketing & public relations, Carmel Bach Festival*

SPONSORED BY SONIA MARIE DE LEON DE VEGA



**LUNCHEON WITH GUEST SPEAKER  
PATRICIA WARD KELLY  
“GENE KELLY: A LIFE IN MUSIC”**

**12 – 2 pm**

**SALON B**

People usually think of dance when they think of Gene Kelly, but Patricia Ward Kelly, his wife and biographer, thinks of music, and, particularly, American Popular Song. In her words, “it influenced him, inspired him, and, in many ways, defined him.” Join her as she shares intimate stories about Kelly’s connection to music and the way he used it to change the look of dance on film.

**Introduction:** Paul Jan Zdunek, *chief capital development officer, Singpoli Capital Corporation*  
\$ Advanced registration required.

SPONSORED BY DEBBIE CHINN

**BREAKOUT SESSIONS**

**2:15 – 3:30 pm**

**1. Messaging for Impact: The Minute Message Model SALON D**

Yes, you can do it! Our “How-To” offering will teach you how to write a concise, powerful pitch that translates from spoken word to your online presence, fundraising case, and beyond. In this interactive session, you will enjoy hands-on opportunities that demonstrate how to engage with key stakeholders so that they will take action on important issues. You will leave with the formula in hand for creating compelling, powerful messages to talk about your work in a way that attracts attention so you can get the support you deserve.

Jennie Winton, *founding partner, Mission Minded*

SPONSORED BY KATHERINE AKOS CONSULTING

**2. Happily Ever After: A Retirement Tale**

**MELBOURNE**

How do you and your organization create the possibility of retirement? Which actors can make this story end well? Can my orchestra afford a 401(k)? Why not a 403(b), SEP or just an IRA, please, for me? You’ll learn to view tomorrow’s horizon differently knowing what choices can be made today. We’ll look at what might suit your administrative structure, and what you can do individually. This session also illustrates “the deferral deal,” “the magic of compounding,” and the “romance of a match!” Investing, diversification and understanding risk and reward can be simpler than you think – if you take a few modest steps along the money path.

Bud Green, *AIF, CIMA, chief investment officer and principal consultant, MJM401k*

**Moderator:** Sean Sutton, *COO, Pacific Symphony*



**3. Leadership Changes: Writing a New Chapter****BARCELONA/CASABLANCA**

Whether it's the Music Director or Chief Executive, leadership changes provide an abundance of "plots" to choose from. Many characters in the storyline play a role and are to be considered: musicians, staff, Board, audience members, donors and the community-at-large. Join us as we explore practical models for change as well as change management implications for the happiest of endings!

Kathryn Martin, *vice president, Arts Consulting Group, Inc.*

Paul Jan Zdunek, *chief capital development officer, Singpoli Capital Corporation*

SPONSORED BY LEE ROSEN

**BREAKOUTS SESSIONS****3:45 – 5 pm****1. Tall Tales and Ticket Sales****SALON D**

Ticket sales are the start, middle, and end of the story for many of our customers, whether it's their first interaction with your orchestra, or they are lifelong symphony goers. Is your handling of these major plot points timely, scripted, rewarding, strategically implemented, and successful – or literally a shot in the dark? Learn how your various customer communications and interactions can be tailored to shape your organization's story into something that romances them to come again and again.

Aubrey Bergauer, *executive director, California Symphony*

Shana Mathur, *vice president marketing and communications, Los Angeles Philharmonic*

SPONSORED BY DONNA M. WILLIAMS

**2. Smooth Transitions and Character Development****BARCELONA/CASABLANCA**

You find yourself suddenly dropped into a new scenario. How is your character supposed to respond? Whether you're newly hired, recently promoted, or pondering a change, transitional issues abound. Seasoned professionals will share best practices in how to maximize and leverage your first 100 days in your new role. Discover some simple tricks to navigating the twists and turns of managing change, motivating employees, and assessing priorities.

Bruce Kiesling, *music director, Tulare County Symphony*

Susan Miller Kotses, *vice president of education, Pacific Symphony*  
Kelly Ruggirello, *executive director, Long Beach Symphony*

SPONSORED BY JAMES DRUMMY

**3. Fresh Faces in Timeless Classics:  
Youth Orchestras Meet Up**

**MELBOURNE**

Once your youth orchestra personnel are finalized for the coming season, what happens next? The biggest artistic question facing Youth Orchestras is one of repertoire. However, beyond the simple question of “can” our youth orchestra pull off this repertoire, there are much bigger questions of “why.” Our speakers will discuss repertoire as a tool not only for artistic goals, but also repertoire to drive both social and musical goals for students.

Julia Copeland, *executive director, Youth Orchestras of Fresno*  
Thomas Loewenheim, *music director, Youth Orchestras of Fresno*  
Juan Felipe Molano, *conductor, YOLA*

**Moderator:** Gretchen Nielsen, *director of educational initiatives, Los Angeles Philharmonic*

SPONSORED BY BRUCE KIESLING



**BOARD BUSES TO THE QUEEN MARY  
6:15 pm**

**ABOARD THE QUEEN MARY  
6:30 – 10 pm**

On October 31, 1967, the Queen Mary departed on her final cruise, arriving in Long Beach on December 9, 1967. She has called Southern California her home ever since. We'll enjoy drinks and appetizers on the ship's bow. Dinner and music will be in the famous Royal Salon and Kings View.

*Transportation provided by Shuttle Coach*

- 6 pm - First bus departs for the Queen Mary
- 6:30 pm - Second bus departs for the Queen Mary
- 9:30 pm - First bus departs for the Westin
- 10 pm - Second bus departs for the Westin

*\$ Advanced registration required.*

RECEPTION SPONSORED BY DR. CHARLES BOYD

# SCHEDULE OF EVENTS

## SATURDAY, AUGUST 8, 2015



**POWER SEMINAR FOR LEADERSHIP**  
8 am – 11:45 am **OCEAN BALLROOM**

**“TELLING A TRUE STORY...  
WEBSTER’S DEFINES YOUR  
BOARD AS DYSFUNCTIONAL”**

We know the storyline. Budgets are tight and we all seem to be on the same relentless merry-go-round despite an increase in overall giving in the US. Why is this always the issue and how can we fix it? Be prepared to be honest about your situation. Face the facts and join this session to learn how to start the journey to ensuring that your organization can build a solid fundraising team for every situation.

Dave Sternberg, *partner & senior governance consultant, Loring, Sternberg & Associates; BoardSource; Faculty at The Fund Raising School*

**Introduction:** Alan Mason, *board member, Santa Rosa Symphony*  
\$ *Advanced registration required.*

SPONSORED BY ALAN MASON

### **BREAKOUT SESSIONS** 8:30 – 9:45 am

**SALON D**

#### **1. Operations Action Heroes: Strategies and Solutions**

When the plots of our concert sagas turn worrisome or dramatic, oftentimes it's behind-the-scenes personnel to the rescue! Experiencing challenges with your venue? Trouble getting concert dates? Are the ushers less than stellar? Is parking a nightmare? Rental costs rising too high and too fast? Operations folks in the trenches will share their challenges and provide some strategies to help your orchestra deal with difficult venue-related situations.

Tim Beswick, *director of artistic operations, Santa Rosa Symphony*  
Peggy Magee, *director of operations, Long Beach Symphony*

**2. Just the Facts, Ma'am, Just the Facts...**

**BARCELONA/CASABLANCA**

What stories do your financial statements and tax returns tell? Take the mystery out of your financials and let industry experts guide you through samples so that you are presenting your story in the best light.

Margot Andrews, *tax partner, KSJG Accounting & Consulting*

Dana Ramos, *director of finance, Long Beach Symphony*

Alex Sanchez, *audit manager, KSJG Accounting & Consulting*

**3. Creating Pizzazz: Special Event Fundraising**

**MELBOURNE**

No surprises? Is the plot sounding overly familiar? Buzz-worthy, out-of-the-ordinary events can perk up your patrons and unlock their checkbooks. Here's how some of our California orchestras have re-invented the charity affair. The End of this session will be just The Beginning of your outline for a fundraising occasion with eye-opening pizzazz!

- "Tux n Tennies," Jamie Cabral, *special events production coordinator, San Diego Symphony*
- "Pacific Coast Wine Festival," *Pacific Symphony Representative*
- "Power of the Purse," Stephen Wilson, *executive director, Fresno Philharmonic*

**Moderator:** Mireya Asturias Jones, *board member, Los Angeles Philharmonic Affiliates*

SPONSORED BY MIREYA ASTURIAS JONES

**BREAKOUT SESSIONS**

**10 – 11:45 am**

**SALON D**

**1. Community Narratives: Authoring Your Corporate Fundraising**

Generating new and increased corporate giving nowadays comes from the partnerships made with a corporation's community & government relations staff. Development professionals must forge these partnerships and find the right opportunities for a Symphony to bridge cultural and institutional divisions. This panel will chronicle corporate partnerships forged in the trenches and reveal how a corporation's government, public, and community relations fit beautifully with Symphony development.

Stephen Faichney, *director of government & community relations, Valero Energy*

Alberto Sandoval, *government relations manager, The Boeing Company*

Jonathan Weedman, *senior vice president, Wells Fargo Community Relations*

**Moderator:** Genevieve Macias, *director of development & communications, Long Beach Symphony*

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## 2. The Festival Experience

MELBOURNE

Summer festivals, fall festivals, year-round festivals! What makes them different from a regular concert season and what are the rewards and challenges. Ask our experts if a festival is right for you!

Debbie Chinn, *executive director, Carmel Bach Festival*

Cristine Kelly, *executive director, Music in the Mountains*

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### LUNCH WITH GUEST SPEAKER MICHAEL TORKE “STORYTELLING BY A CLASSICAL COMPOSER”

12 – 2 pm

SALON B

Storytelling implies engagement. From bedtime stories, to ghost stories, to tales of adventure, romance, achievement, and mystery, storytelling sends our minds soaring. Sounds a lot like music, doesn't it?

Yet – surprisingly – composers have not been nurtured as communicators. Connecting with your audiences and musical storytelling go hand-in-hand, as you will discover in this eye-opening, mind-expanding session.

**Introduction:** Sonia Marie De Leon De Vega, *music director, Santa Cecilia Orchestra*

*\$ Advanced registration required.*

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2:30 – 4 pm

SALON C/D

- **Ask an Expert**

You will have the opportunity to speak with three different consultants during this time frame.

- **Peer Forums Redux**

Reconvene with your Peer Groups to digest the Conference and to make plans to keep your new network intact!

# SCHEDULE OF EVENTS

## SUNDAY, AUGUST 9, 2015

### PACIFIC SYMPHONY'S SUMMER FESTIVAL AT IRVINE MEADOWS AMPHITHEATRE

7:30 pm

"Hot Latin Nights" featuring Ravel's *Bolero*, Bernstein's *Mambo* and Ginastera's *Estancia*. Carl St.Clair is conducting, with the high-energy band JT & Friends, and salsa artist Bobby Rivas performing with the orchestra.

Tickets to the concert for ACSO Conference Delegates are complimentary.

Call (714) 755-5799 for tickets and separate purchase gourmet picnic dinners. All ticket and food orders must be made by 5 pm on August 6.



## THANK YOU FOR ATTENDING THE 47TH ANNUAL CONFERENCE.

Watch your inbox for the Conference Evaluation. Fill out and be entered into a drawing to win a free registration to the 48th Annual Conference in 2016.



# MUSICAL DRAWING

## NEW! SILENT AUCTION!

This year, for the first time, we offer you the opportunity to bid on some very special items. Stop by the Resource Room frequently and make sure YOUR name is the last one on the bid sheet!

### Prizes Include:

**Arts Consulting Group** is pleased to offer a Saturday Board and Staff Planning or Visioning Summit, facilitated by two ACG consultants. Tune up Board effectiveness and maximize your organization's strategic impact today! – Value \$5,000

**Presidential Pampering Package** at the Hotel Constance in Pasadena Three nights in the Presidential Suite – Value of \$2,600

**Get-a-way to Santa Catalina Island.** Enjoy a 1-night stay and transportation on the Catalina Express – Value \$500

**Passport to the 2016 Carmel Bach Festival** – Value \$3,000

## MUSICAL DRAWING

Once upon a time there were rare and valuable pots of gold in the wondrous kingdom of musical appreciation called ACSO.

These gilded pots contained many enchanting items: a magical Disney adventure, much-desired concert tickets, special consultations, superb wines, enticing weekend getaways, and much more! Best of all, this unique vessel shared its contents through an annual contest that helped support ACSO and enriched the lives of those throughout its kingdom.

Take a chance on this year's Musical Drawing, featuring exotic concert/hotel packages, sumptuous gift baskets and extravagant shopping sprees. All concerts are compliments of ACSO member orchestras and individuals. Proceeds from the drawing support essential services provided to organizations in the state of California and the region, including consulting services, technical assistance, conferences, and workshops.





## Tickets: \$20 each; 3 for \$50

*Disclaimer: Only one prize per delegate. Out of respect to our donors, prizes are not transferable. All concert tickets and hotel rooms subject to availability. Concert tickets must be used in the season as they are listed. (Gifts received as of June 30, 2015)*

### Prizes Include:

- 4 **Disney Park Hopper passes** for entrance to Disneyland Park and Disney California Adventure – *Value \$620*
- 4-hour **Image Consulting** with Adrienne Valencia (So CA only) – *Value \$300*
- **San Diego Symphony** offers a pair of tickets to a Jacob's Masterworks concert (based on availability) and dinner for two at Italian Bistro Sole Luna – *Value \$200*
- 12-bottle collection of **Select Red Wines** from the cellar of James Drummy – *Value \$500*
- **Long Beach Symphony Orchestra POPS** table of 10, 2 bottles of wine included, preferred parking with a two-night stay at the Westin Long Beach – *Value \$1,010*
- A glorious selection of coffee from **Jones Coffee Roasters** in Pasadena – *Value \$100*
- **Hollywood Bowl Box tickets** for 4 for September 8 or September 10, 2015
- 2 tickets to a 2015-16 **Los Angeles Chamber Orchestra** concert, LACO notepads and pen, a LACO lanyard plus a CD by Lorraine Hunt Lieberson, mezzo-soprano accompanied by LACO and Jeffrey Kahane, music director - *Value \$225*
- 2 bottles of **River Myst Pinot Noir**, one each of the 2012 and the 2013 vintages. The Russian River Valley appellation has great physical beauty and also happens to be a fantastic location to produce excellent Pinot Noir. Our specific location gives a grape with a rich, multi-layered profile, thus producing a wine with wonderful depth and subtly. AND 2 bottles of **Los Cinco Locos** 2012 Syrah, Santa Barbara County, William Burke
- **Pacific Symphony** concert of your choice, 2 nights at the Wyndham Ave. of the Arts, dinner for two in their beautiful restaurant – *Value \$750*
- **Santa Cecilia Orchestra** 4 season tickets, includes 2 orchestral concerts and 3 chamber concerts – *Value \$520*
- 2 tickets to an **Oakland Symphony** concert at the beautiful Paramount Theater with reception – *Value \$90*
- Up to 8 **San Bernardino Symphony** tickets with a 5-course pre-concert dinner at a board member's home – *Value \$90 per person*
- 2 premium tickets to the **San Francisco Symphony and CDs** – *Value \$100*
- 2 B Section 4-day Immersion Passes to a concert of your choice at the 70th **Ojai Music Festival**, June 9 – 12, 2016, Peter Sellars, music director – *Value \$700*

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**Donna M. Williams**, Oakland East Bay Symphony;  
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# THE JOY OF GIVING 2014-2015

**ACSO would not be where it is today if not for the following persons and organizations. Thank you!**

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Meghan Martineau, Los Angeles Philharmonic

Maya Rath, Oakland East Bay Symphony

Nicola Reilly, Carmel Bach Festival

Lee Rosen, Monterey Symphony

Kelly Ruggirello, Long Beach Symphony

Sara Salisbury, Peninsula Youth Orchestra

# THE JOY OF GIVING 2014-2015

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**Sean Sutton**, Pacific Symphony  
**Oliver Theil**, San Francisco Symphony  
**Adrienne Valencia**, San Diego Symphony

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**Cynthia Shilkret**, Southern California Edison  
**Edith Van Huss**, Symphony Irvine  
**Dwyne Willis**, Festival Mozaic

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**Bonnie Bernhardt**, Vallejo Symphony  
**Thomas Conlin**, Napa  
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**Brian Dix**, Los Angeles  
**Andrew Dubowski**, San Francisco Symphony  
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**Michael Morgan**, Oakland East Bay Symphony  
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**John Robinson**, SFMOMA  
**Phillip Salisbury**, Peninsula Youth Orchestra  
**Kris and George Sinclair**, ACSO  
**Creighton White**, Santa Rosa Symphony  
**Stephen Wilson**, Fresno Philharmonic  
**Milt Younger**, Bakersfield Symphony

## MANY THANKS TO THIS SEASON'S WEBINAR PRESENTERS

### Highlights of Personnel Handbooks, Endless Vacations & Those Pesky New Rules

Meredeth Clark, *founder and CEO,*

*CalNonprofits Insurance Services*

Jan Masaoka, *CEO, CalNonprofits*

Paul Jan Zdunek, *chief capital development officer,*

*Singpoli Capital Corporation*

### Fundraising Refresher Course

Kelly Ruggirello, *executive director, Long Beach Symphony*

### Orchestras and Education The A-B-Cs of Common Core

Adrienne Valencia, *director of education and community engagement, San Diego Symphony*

Lauren Widney, *visual and performing arts resource teacher, Chula Vista Elementary School District*

### From Recruitment to Retention: A Strategic Approach to Creating a Robust Board

Alan Mason, *managing director, BlackRock Americas Beta Strategies*

Kris Sinclair, *executive director, ACSO*

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# STATE-OF-THE-STATE

Dear Friends,

I love the topic of this year's Annual Conference – The Art of Storytelling. I don't think there is anything more compelling than a story well told.



My childhood memories are filled with the fascinating tales my aunts, uncles, and grandparents shared about our 15 adventurous ancestors who came to the U.S. from Holland to make a new life. Later, as an adult, I begged to hear stories of my Russian in-laws' journey to America. These anecdotes gave context to my life and provided roots for this much-traveled military brat who longed for a traditional hometown. Now with children and grandchildren of my own, I anticipate the pleasure of sharing these priceless family stories with the next generations.

More immediately, I look forward to sharing with you the latest entries in our member-organizations' individual and collective chronicles. This is quite a pleasant tale!

Our California orchestras are doing better and better. Yes, we still stress over the annual challenge to come in without a deficit, or fret about reaching a daunting annual fund target, but overall the situation for California's symphony orchestras is on the upswing. In our recent operations survey, all responses noted that ticket sales and single ticket sales are up compared to last year, as are earned and contributed income. Congratulations!

And the music – well, that is sublime. Just to cite one recent highlight, Esa-Pekka Salonen's *Firebird* with the San Francisco Symphony in May knocked our socks off! Without question, all of the concerts I've been able to attend this year have offered something exceptional – the beautiful music, seeing friends – they have been truly special occasions, indeed!

On our end, we have been busier than ever! ACSO has been your constant behind-the-scenes support throughout the year. To be specific, we:

- Facilitated 4 informative, topic-specific webinars;
- Sent 20 informational semiquavers;
- Mailed 12,500 newsletters;
- Increased our social media 100% over last year;
- Posted over 120 job openings at your organizations;



- Facilitated numerous Quick Questions asking for information from your peers;
- Visited with our legislators;
- Responded to countless action alerts from both the Californians for the Arts and the Americans for the Arts and pushed them out to you, resulting in great success for the CAC and ultimately US;
- And, this month we welcome over 300 participants to this, our 47th Annual Conference.

Conference is such a special time! It is when we come together as one, cohesive, State-wide musical endeavor; our individual realities merge; and we learn and grow as one. By honing our skills at Conference our tales will continue to be bright and hopeful well into the future.

Welcome to Long Beach!

Warm wishes,



**Kris Sinclair**, *executive director, ACSO*

**Many thanks to our  
“Experts” who have  
given their time and  
expertise to our free  
Ask an Expert  
consultation program  
during the  
Annual Conference.**

## 2015-2016 ACSO NEXT SEASON

**“Ask an Expert” 1-hour Webinars**

*October-April 2015-16*

**Youth Orchestra Confab**

*March 2016*

**Festival Confab**

*January, 2016*

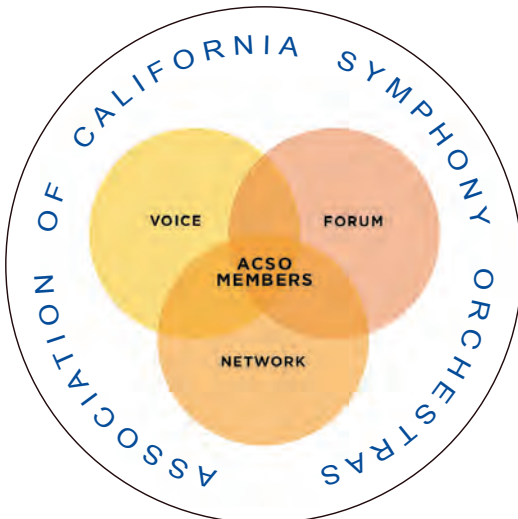
**Mid-Winter Managers’ Meeting**

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# NOTES

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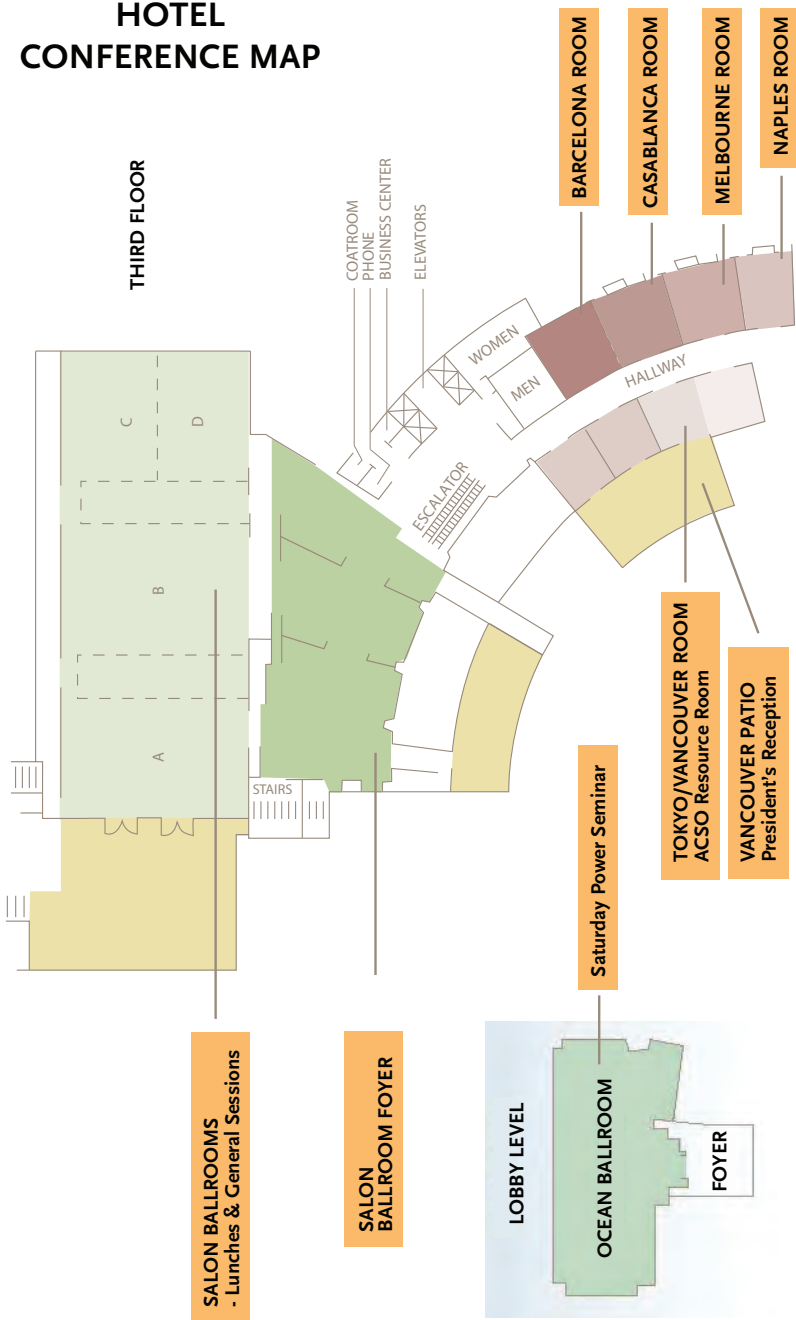
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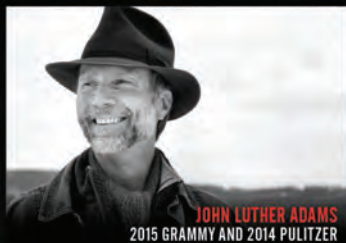
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## HOTEL CONFERENCE MAP





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