




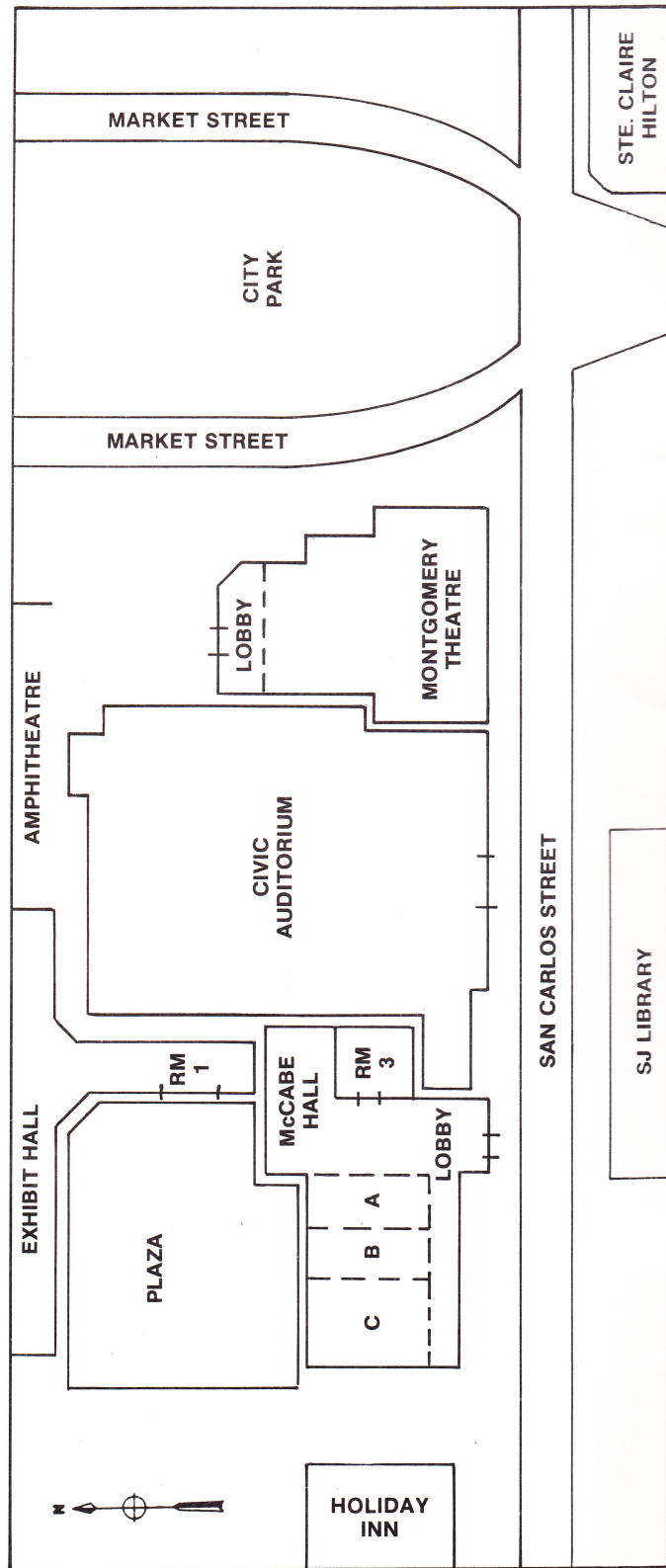
**Classic Knowledge  
for a  
Space Age World**



**Association  
Of California  
Symphony Orchestras**

**15th Annual Conference  
August 18-21, 1983**

**Sainte Claire Hilton  
Convention Center  
San Jose, California**



Welcome, on behalf of the Board of Directors of the Association of California Symphony Orchestras, to our 15th Annual Conference.

Here in San Jose we have assembled an outstanding group of experts who will share their knowledge, know-how and expertise on every facet of orchestras from Boards of Directors — to Managers — to Volunteers, as well as conductors, musicians and guest artists.

Our Conference also offers the opportunity to meet and share ideas with old and new friends throughout the California Symphony world. We hope this conference will continue to strengthen and build an orchestra network within our State.

Many people have worked hard this year to make our 1983 Conference the finest to date. I would like, in particular, to thank our outstanding Conference Committee. Their dedication and hard work have made the next three days possible. In addition, I would like to acknowledge and thank our host orchestra, the San Jose Symphony, under the leadership of Richard H. Wright.

Please note the generous financial support of the California Arts Council and Chevron, U.S.A. Without their generosity this Conference would not be possible.

Again, welcome to the 1983 Association of California Symphony Orchestra's Annual Conference. I look forward to meeting as many of you as possible in the days ahead.

Betty Mulryan, President  
Association of California Symphony Orchestras

## CONFERENCE COMMITTEE

**Chairman**  
Betty Mulryan

**Conference Coordinator**  
Karen Stone

**Host Orchestra, San Jose Symphony**  
Richard H. Wright, General Manager

**Young Artist Showcase**  
Marian Kohlstedt

**Display Room Coordinator**  
Barbara Schaaf

Susan Duncan  
Michael Gehret  
Don Jones  
Sharon Lee Master  
Doreen Mauk  
Dan Pavillard  
Barbara Schaaf  
Sally Sutherland

## GENERAL INFORMATION

Registration will take place on Thursday, 9 AM - 4 PM  
Friday 8:30 AM - 3 PM; and Saturday 8:30 AM - 3 PM in McCabe  
Hall Lobby.

Emergency Numbers:  
FIRE: 295-4664; POLICE: 297-3565;  
MEDICAL ASSISTANCE: 298-3131

Police (non-emergency): 277-4000

Hospitality and Display Area will be in Room 3, across from  
McCabe Hall.

Recordings of sessions will be available in the display room  
during the conference.

Smoking should be limited to session breaks due to the limited  
size of the meeting rooms.

For information on "Appalachian Suite"  
contact James Westwater at:  
Multiple Arts Performances  
302 South Ashburton Road, Suite C100  
Columbus, Ohio 43213  
(613) 231-2004

## CONFERENCE PROGRAM

### THURSDAY, AUGUST 18

**9 AM - 4 PM**  
Conference Registration

**11 AM - 1:30 PM**  
Board Luncheon Meeting  
Ste. Claire Hilton

**2 - 4 PM**  
**OPENING GENERAL SESSION**  
Montgomery Theatre  
Betty Mulryan, President  
Association of California Symphony Orchestras  
Henry Hopkins, Director  
San Francisco Museum of Modern Art  
James Westwater's multi-media "Appalachian Suite"



#### HENRY HOPKINS

Henry Hopkins has been Director of the San Francisco Museum of Modern Art since 1974 and during that time has organized several key exhibitions including, *Clyfford Still: Painting and Sculpture in California: The Modern Era* (with Walter Hopp); *Philip Guston*; and *Expressionism: A German Intuition, 1905-1920* (with Thomas Messer, Guggenheim, New York and Dr. Paul Vogt, Museum Folkwang, Essen, Germany).

Before coming to San Francisco, Mr. Hopkins served on the staff of the Los Angeles County Museum of Art from 1961 to 1968 and was Director of the Fort Worth Art Museum in Texas. He has also served as Chairman of the National Endowment for the Arts, Museum Program Policy Panel in 1982 and 1983.

Mr. Hopkins was born in Idaho Falls, Idaho and received his B.A.E. and M.A.E. degrees from the School of Art Institute in Chicago and his Ph.D. from UCLA.

**4 - 5 PM**  
Opening of Exhibit Room of Artists Managers  
Cocktail Reception  
Convention Center, Room 3

**6 PM**

Busses depart from Ste. Claire Hilton for Coyote Ranch

**6:30 PM**

BBQ and Western Hoedown

**11:30 PM**

Busses depart from Coyote Ranch for return to Ste. Claire Hilton

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**FRIDAY, AUGUST 19**

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**7:15 - 8:30 AM**

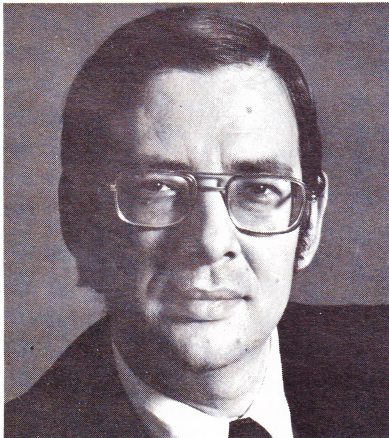
"Black Coffee" seminar on "Staffing Orchestras"  
Ralph Black, Vice President  
American Symphony Orchestra League  
Grand Ballroom, Ste. Claire Hilton

**8:30 AM - 3 PM**

Conference Registration

**8:45 AM - 10:15 AM**

"Lessons From Crisis"  
McCabe Hall (C)  
Henry Fogel, Executive Director  
National Symphony Orchestra



**HENRY FOGEL**

Henry Fogel, Executive Director of the National Symphony Orchestra since 1981, was Vice President and Program Director of radio station WONO in Syracuse, New York from 1963 to 1978. It was here that he conceived and produced the first radio marathon fundraiser for a symphony orchestra that has since been used by numerous orchestras throughout the United States and Canada.

In 1978, Mr. Fogel became Orchestra Manager of the New York Philharmonic and throughout his career has been active as a reviewer and annotator of recordings.

Under Mr. Fogel's leadership, the National Symphony Orchestra has been featured on its first regular nationally broadcast radio series, has begun a sold-out series of Pops Concerts and taken a highly successful four-week tour of sixteen European cities.

Youth Music and Education Programs  
McCabe Hall (A)  
Sarah J. Chambers, Director of Education  
Oakland Symphony

"Fantastic Fundraisers!"  
McCabe Hall (B)  
Charlotte Mailliard, Board of Governors  
San Francisco Symphony



**CHARLOTTE MAILLIARD**

Charlotte Mailliard is currently a member of the Boards of the San Francisco Symphony Association, San Francisco Opera Guild, Save the Cable Cars, California Theatre Association for A.C.T. and the Children's Theatre Association, as well as several others. For the San Francisco Symphony alone, she has been the Chairman for events such as the 1982 Black and White Ball, Inaugural Week Ceremonies for Opening of Davies Symphony Hall in 1980, Celebration for 5000 in Union Square with "World's Largest Birthday Cake," etc.

Ms. Mailliard is also a member of the San Francisco Ballet Association, San Francisco Opera Association, Police Athletic League and the California Academy of Sciences and is a former Board member for the Grace Cathedral, Sponsors for Performing Arts (Davies Symphony Hall) and the San Francisco Mental Health Association.

**10:30 - NOON**

"Avoiding Crisis Through Planning"  
McCabe Hall (C)  
Henry Fogel, Executive Director  
National Symphony Orchestra

"Developing New Audiences and Training Young Musicians"  
McCabe Hall (A)  
William Kraft, Composer in Residence and Director of the  
Philharmonic New Music Group  
Los Angeles Philharmonic



**WILLIAM KRAFT**

Since 1981 William Kraft has been Composer in Residence and Director of the New Music Group of the Los Angeles Philharmonic. He joined the organization as percussionist in 1955 and served as its principal timpanist from 1962 until 1981. As Composer in Residence, Mr. Kraft has been commissioned to write three works over a three-year period for the Philharmonic.

Mr. Kraft's most recent works include *Tuba Concerto* (1976); *The Sublime and the Beautiful* (1979); and *Dialogues and Entertainments* in 1979 which was commissioned by the University of Michigan Symphonic Wind Ensemble and recorded twice on Crest Records.

Mr. Kraft has become increasingly active in composing for films and television and has often appeared as conductor of contemporary and other music.

"Planning, Producing and Controlling Special Events"  
McCabe Hall (B)  
Kathy Buchanan, Volunteer Council  
San Francisco Symphony

**12:15 - 1:45 PM**

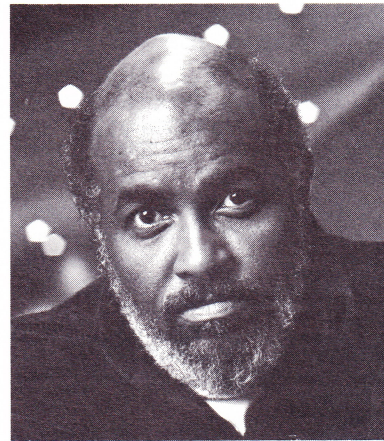
Luncheon, Ste. Claire Hilton

Welcome by:

Tom McEnery, Mayor of San Jose

Guest Speaker:

James DePreist, Music Director and Conductor  
Oregon Symphony



**JAMES DEPREIST**

"An extremely gifted musician with the whole brilliance of an important personality" (*Dagens Nyheter*, Stockholm) describes James DePreist, Music Director and Conductor of the Oregon Symphony since 1980.

Born in Philadelphia, Maestro DePreist earned degrees in economics and film and communications before entering the music world as a composition student of Vincent Persichetti's at the Philadelphia Conservatory. After a conducting tour of the Far East, he took the suggestion of Leonard Bernstein and chose conducting as his career. Since then he has guest conducted the orchestras of Boston, Chicago, Cleveland, New York and Philadelphia as well as several others around the world.

Mr. DePreist has also made several recordings and holds three honorary degrees.

**2 - 3:30 PM**

"Endowment Planning"

McCabe Hall (A)

John Whaley, Vice President

C.W. Shaver & Company, Inc.

"In Search of Greater Audiences"

McCabe Hall (C)

Larry Campbell, Executive Vice President

Performing Arts Service

"Where ARE All the Volunteers"

McCabe Hall (B)

**4:30 PM**

Vans depart from Ste. Claire Hilton for  
Paul Masson Mountain Winery

**5:00 PM**

Dinner and Concert with Ray Charles and the Raelettes

**10:30 PM**

Vans depart from Paul Masson for return to Ste. Claire Hilton

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## SATURDAY, AUGUST 20

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**7:15 - 8:30 AM**

"Black Coffee" seminar on "Motivating and Inspiring  
Volunteers"

Ralph Black, Vice President  
American Symphony Orchestra League  
Grand Ballroom, Ste. Claire Hilton



**RALPH BLACK**

Ralph Black is Vice President for In-field Consulting at the American Symphony Orchestra League and a nationally recognized leader in the orchestra field. His orchestra experience dates back to the early 1950s and includes top management positions with the National Symphony Orchestra, Chattanooga Symphony, The Buffalo Philharmonic and the Baltimore Symphony. He also managed the National Ballet for eleven years before joining the American Symphony Orchestra League in 1973.

**8:30 AM - 3 PM**

Conference Registration

**8:45 - 10:15 AM**

"Computers for Orchestra Management"  
McCabe Hall (A)

William Benton, Director of Graduate Program in  
Information Systems  
Golden Gate University

Robert Hunt, Robert Hunt and Associates

"The Fundamentals of Marketing"

McCabe Hall (C)  
Margo Hackett, Marketing and Publications Director,  
San Francisco Symphony

"Mining the Gold: The Recruitment,  
Training and Recognition of Volunteers"

McCabe Hall (B)  
Susan Armstrong, 1981-83 Chairman of Affiliates  
Los Angeles Philharmonic

Special Session for Board Members  
Convention Center, Plaza Room 1

Carl Cookson, Moderator

President of the Board of Directors, San Jose Symphony  
Ralph Black,

American Symphony Orchestra League

**10:30 - NOON**

"Computers for Orchestra Management" (cont.)  
McCabe Hall (A)

William Benton, Golden Gate University

Robert Hunt, Robert Hunt and Associates

"Stating Your Case for Fundraising — Basic Preparation"

McCabe Hall (C)  
Henry Rosso, President, The Fund Raising School



**HENRY ROSSO**

Henry Rosso is the President of the nationally-acclaimed Fund Raising School conducted in the San Francisco Bay Area, Boston, Indianapolis, Minneapolis and Washington, D.C. In addition, he is a consultant in fund raising management to non-profit, gift-supported institutions throughout the west.

Before founding the Fund Raising School, Mr. Rosso was a senior vice president and member of the Board of Directors for G.A. Brakeley & Co., Inc. He was the first independent consultant to be elected as an Associate Member to the prestigious American Association of Fund Raising Counsel, Inc.

Mr. Rosso is a *Magna Cum Laude* graduate of Syracuse University and a member of Phi Beta Kappa Society.

"Case Studies of Outstanding Special Events"

McCabe Hall (B)

Chairman: Adrienne Morgan, Coordinator of Affiliates,  
Los Angeles Philharmonic

Guest Speakers:

Betsy Richanback, Benefit Chairman,  
San Francisco Symphony

Heldigarde Mitchell, Immediate Past President of Guild,  
Monterey County Symphony

Suzanne Bracht, Past President of Women's Committee,  
San Diego Symphony

Cecilia Klein Russell, Vice President of Symphony League,  
Santa Rosa Symphony

Alma Jeschien, President of Women's League,  
Fresno Philharmonic Orchestra

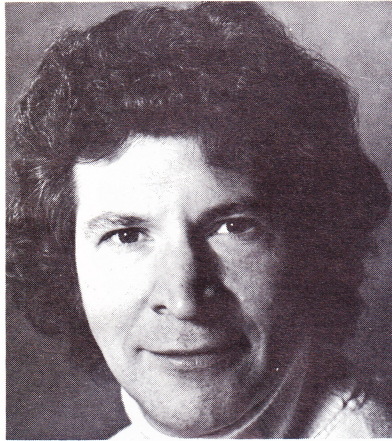
Florence Barker, Auxiliary President, San Jose Symphony

**12:15 - 1:45 PM**

Mexican Fiesta Luncheon, Convention Center Patio  
Election of 1983-84 Officers

"Update on the State of the Arts"

Adrian Gnam, Director of Music Programs  
National Endowment for the Arts



**ADRIAN GNAM**

Adrian Gnam, Director of the National Endowment for the Arts' Music Program since May 1982, had served as the program's Assistant Director from 1976. He provides support to the nation's many varied disciplines in the music field.

An accomplished oboist and conductor, Mr. Gnam is Music Director of the Midlands (MI) Symphony Orchestra and Principal Guest Conductor of the Concerto Soloists of Philadelphia. Prior to coming to the NEA, he served on the faculty of the College-Conservatory of Music at the University of Cincinnati. He also has played with the Cincinnati Symphony.

Mr. Gnam graduated from the University of Cincinnati with three degrees: Bachelor of Science, Bachelor of Music and Masters of Music.

**2 - 3:30 PM**

"Funding the Arts"

McCabe Hall (B) and (C)

Panelists:

Adrian Gnam, National Endowment for the Arts  
Consuelo Santos-Killins, Chairperson,  
California Arts Council

Laurel Dickranian, Director of Annual Support,  
San Francisco Symphony

"Solving Problems in Relationships Between  
Youth and Parent Orchestras"

Convention Center, Plaza Room 1

Chairman: Ethel London, Manager,

Oakland Symphony Youth Orchestra

Panelists:

Nancy Watling, Manager,

Modesto Symphony Youth Orchestra

David Carlson, Coordinator,

San Francisco Symphony Youth Orchestra

Elise Unruh, Conductor,

Santa Barbara Symphony Youth Orchestra

"Making Meetings Work"

McCabe Hall (A)

Louisa Finn, Licensed Trainer

Interaction Associates

**4 - 5 PM**

Young Artist Showcase Concert

Montgomery Theater

**5:15 - 7 PM**

President's Reception

Montgomery Theater Lobby

**7:30 - 8:30 PM**

Musicales Revue

Spartan Ballroom, Ste. Claire Hilton

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## SUNDAY, AUGUST 21

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### 9 - 10:45 AM

Roundtable discussions with the Experts  
Chairmen:

"Contracts with Conductors and Symphony Managers"  
Arthur Jacobus, President and General Manager,  
Oakland Symphony

"Buying Talent"  
Barbara Boudreaux, California Chamber Arts Association

"Music Libraries"  
Jean Cunningham, Librarian, Oakland Symphony

"Youth Orchestras"  
Ethel London, Oakland Symphony Youth Orchestra

"Legislative Advocacy"  
Laurel Dickranian, Director of Annual Support,  
San Francisco Symphony

"Sustaining Fund Campaign"  
Clare Schweickart, Sacramento Symphony

"Symphony Auxiliaries"  
Florence Barker, San Jose Symphony

### 11:15 - NOON

#### EARTHQUAKE SESSION WITH THE EXPERTS

Courageous answers to the controversial questions/  
problems we don't dare face back home.

McCabe Hall, A, B, C

Ralph Black, Moderator

Betty Mulryan, ACSO President  
General Manager, Marin Symphony

Richard H. Wright, General Manager  
San Jose Symphony

Carl E. Cookson, President  
San Jose Symphony

Florence Barker, Auxiliary President  
San Jose Symphony

Mary Lou Galen, Concertmaster  
San Jose Symphony

Richard Buckley, Music Director & Conductor  
Oakland Symphony

Paul Hertelendy, Music Critic  
San Jose Mercury News

**Hotel Check Out by NOON**

## CONFERENCE PATRONS AND CONTRIBUTORS

California Arts Council  
Chevron, U.S.A.

San Jose Symphony Association and Auxiliary  
Marty Tacktil, Public Relations Director, San Jose Symphony  
Monterey Vineyards (Wine Donation)

## CONFERENCE EXHIBITORS

American Artists Management, Inc.  
Bay Area Lawyers for the Arts  
Harry Beall Management, Inc.  
Sandra Blodgett Artist Representative  
Jim Colgan Artist Representative  
Columbia Artist Management, Inc.  
Concert Promotional Service  
Fiddler Enterprises  
Maxim Gershunoff Attractions, Inc.  
Robert Gewals Management, Inc.  
Pacific Artist's Representatives Consortium  
Regency Artists, Ltd.  
Pamela Resch Concert Associates  
Kathleen Roach, Pianist  
San Jose Symphony  
Ann Summers International  
Young Concert Artists, Inc.

## ACSO 1982-83 EXECUTIVE BOARD

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Betty Mulryan, Marin Symphony

### Vice President/Communications

Pierce Carson, Napa Valley Symphony

### Vice President/Programs

Sharon Lee Master, COMBO

### Secretary

Barbara Schaaf, Oakland Symphony

### Treasurer

Barbara Boudreaux, California Chamber Arts Association

### Immediate Past President

Steward Comer, Fresno Philharmonic

### Members at Large

Dori Barnes, Pasadena Symphony  
Michael Gehret, San Francisco Symphony  
Don Jones, San Jose Symphony  
Dan Pavilard, Long Beach Symphony



## BOARD OF DIRECTORS

## NOTES

Florence Barker, San Jose Symphony  
Dori Barnes, Pasadena Symphony  
Barbara Boudreaux,  
    California Chamber Arts Association  
Geoffrey Brooks,  
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Pierce Carson, Napa Valley Symphony  
Stewart Comer, Fresno Philharmonic  
Walter Dahlin, Chico Symphony  
James Dees, Berkeley Promenade Orchestra  
Sue Dewar, Monterey County Symphony  
John Farrer, Bakersfield Symphony  
Genevieve Fisher, Santa Barbara Symphony  
Pauline Fisher, Santa Rosa Symphony  
Fay Gartin, Modesto Symphony  
Michael Gehret, San Francisco Symphony  
Mildred Goldstein, Symphony of the Mountains  
Robert Harth, Los Angeles Philharmonic  
Karney Hodge, Fresno Philharmonic  
Arthur Jacobus, Oakland Symphony  
Don Jones, San Jose Symphony (Chevron, U.S.A.)  
Marian Kohlstedt, Trinity Chamber Orchestra  
Sharon Lee Master, COMBO  
Doreen Mauk, Sacramento Youth Symphony  
Adrienne Morgan, Pasadena Symphony  
John Mortarotti, Foothill College Fine Arts  
Betty Mulryan, Marin Symphony  
Dan Pavillard, Long Beach Symphony  
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Barbara Schaaf, Oakland Symphony  
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## NOTES

# Chevron Community Concerts...



15 years  
and  
51 orchestras.

★ The collaboration of renowned conductor Carmen Dragon with orchestras in California and across the country.

★ Fundraisers, audience builders, and opportunities to innovate.

★ Upbeat evenings of exceptional pops arrangements and light-hearted entertainment...

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Denver Symphony Orchestra (CO)  
El Paso Symphony Orchestra (TX)  
Eugene Symphony Orchestra (OR)  
Flagstaff Symphony Orchestra (AZ)  
Fort Collins Symphony Orchestra (CO)  
Fresno Philharmonic Orchestra (CA)  
Grand Junction Symphony (CO)  
Honolulu Symphony Orchestra (HI)  
Jackson Symphony Orchestra (MS)  
Jefferson County Symphony Orchestra (CO)  
Long Beach Symphony Orchestra (CA)  
Lubbock Symphony Orchestra (TX)  
Marin Symphony (CA)  
Mid-Columbia Symphony Orchestra (WA)  
Midland-Odessa Symphony (TX)  
Modesto Symphony Orchestra (CA)  
Monterey County Symphony Orchestra (CA)  
Napa Valley Symphony (CA)  
Oakland Symphony Orchestra (CA)

Orange County Pacific Symphony (CA)  
Palo Alto Community Orchestra (CA)  
Pasadena Symphony (CA)  
Phoenix Symphony Orchestra (AZ)  
Piedmont Park Symphony Orchestra (CA)  
Pueblo Symphony (CO)  
Redlands Symphony Orchestra (CA)  
Reno Philharmonic (NV)  
Rogue Valley Symphony (OR)  
Sacramento Symphony (CA)  
San Francisco Symphony (CA)  
San Jose Symphony Orchestra (CA)  
San Luis Obispo Symphony Orchestra (CA)  
Santa Barbara Symphony Orchestra (CA)  
Santa Rosa Symphony (CA)  
Seattle Symphony Orchestra (WA)  
Spokane Symphony Orchestra (WA)  
Stockton Symphony (CA)  
Tacoma Symphony Orchestra (WA)  
Tulare County Symphony Orchestra (CA)  
Utah Symphony  
Ventura County Symphony Orchestra (CA)  
Victoria Symphony Orchestra (BC)  
Washington-Idaho Symphony  
Yakima Symphony Orchestra (WA)



Chevron Community Concerts  
**Chevron U.S.A. Inc.**  
P.O. Box 7753, San Francisco, CA 94120-7753



## 1984-85 Season Artists

### Instrumentalists

Robert Hagopian *piano*  
Claude Helffer *piano*  
David Northington *piano*  
Katharina Wolpe *piano*  
Daniel Kobialka *violin*  
Laszlo Varga *cello*  
Alexandra Hawley *flute*  
Rene Clemencic *recorder*  
George Sakellariou *guitar*

### Sopranos

Rebecca Cook  
Mary Costa  
Kaaren Erickson  
Magda Kalmar

### Mezzo-sopranos

Donna Bruno  
Stephanie Friedman  
Anita Terzian

### Tenor

John Duykers

### Baritone

John Matthews

### Bass-baritone

Robert Holl

### Basses

Jules Bastin  
Kolos Kovats

### Chamber Ensembles

Annadama Trio  
Bulgarian Quartet  
Chanticleer  
Clemencic Consort  
Collegium Vocale  
Francesco Trio  
Hawley/Hagopian Duo  
London Chamber Players  
Trio Concertante

### Special Attractions

Landsberg & Yount  
*piano duo*  
Mime Musica  
Mother Lode Troupe

### Conductors

Rene Clemencic  
Joseph De Rugeriis  
Oleg Kovalenko  
Nelson Riddle *for pops*

**CA** California Artists Management

23 Liberty Street • San Francisco, CA 94110 • 415/824-8442

Susan Endrizzi

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