

ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS PRESENTS

42nd Annual Conference

TUTTI *Sf.* FORZANDO



COME TOGETHER.
WITH FORCE.

July 22-24, 2010
Hilton San Francisco
Financial District



Hosted by



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50TH

ANNIVERSARY

CONFERENCE QUICK LOOK

WEDNESDAY, JULY 21, 2010

3 - 4:30 pm	ACSO Board Meeting	JACKSON
5 - 6 pm	Resource Room Available for Vendor Set-Up	MASON
6 pm	ACSO Board and Major Donor Gathering <i>(by invitation only)</i>	

THURSDAY, JULY 22, 2010

ASK THE EXPERTS throughout the day (free 30-minute consults) Sign up in the Resource Room

8 am - 4 pm	Registration & Resource Room Open	MASON
10 - 10:45 am	Conference Orientation	GRAND BALLROOM
11 am - 1 pm	Peer Forums & Box lunch	SEE PAGE 14
1:30 - 2:30 pm	San Francisco Symphony <i>Keeping Score</i>	GRAND BALLROOM
3 - 4:30 pm	The El Sistema Revolution ACSO Annual Meeting	GRAND BALLROOM
6 pm	Eat & Greet Peer Dinners on own	
8 pm	San Francisco Symphony Pops Concert Davies Symphony Hall <i>(transportation on own)</i>	
10 pm	Post-Concert Overture Party Wattis Room, Davies Symphony Hall	

FRIDAY, JULY 23, 2010

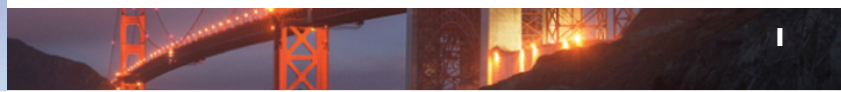
ASK THE EXPERTS throughout the day (free 30-minute consults) Sign up in the Resource Room

8 am - 4 pm	Registration & Resource Room Open	MASON
8:30 - 10 am	1. Victims, Villains & Heroes: Managing Drama in the Workplace 2. Powered by Purpose: The Vital Small-budget Organization 3. Harnessing Technology to Keep Long Term Investors Humming Along	JACKSON MONTGOMERY SANSOME
10:15 - 11:45 am	1. Best Practices in E-mail Marketing 2. The Right Stuff for the Right Season 3. Keep it Together: Finance Matters	JACKSON MONTGOMERY SANSOME
12 - 2 pm	Luncheon with guest speaker Zuill Bailey	GRAND BALLROOM
2:15 - 3:30 pm	1. Bonding for Business: Beyond Basic Fundraising 2. Productive Partnering: Conversations with the Union 3. Contemporary Connectivity: Social Media	JACKSON MONTGOMERY SANSOME
3:45 - 5 pm	1. Examination of a Turnaround: Pasadena Symphony and POPS 2. All Together Now: Build That Board!	JACKSON SANSOME
6:30 pm	Beach Blanket Babylon Club Fugazi, 678 Green Street (at Powell), North Beach	

SATURDAY, JULY 24, 2010

ASK THE EXPERTS throughout the day (free 30-minute consults) Sign up in the Resource Room

7:30 am - 12 pm	Registration & Resource Room Open	MASON
8 am - 12 pm	Power Seminar for Trustees: Managing in Tough Times	COLUMBUS I
8:30 - 10 am	1. United in Purpose: Creating a Vision for the Arts in California 2. Reaching Out: Youth Confab	MONTGOMERY SANSOME
10:15 - 11:45 am	1. Brainy Education 2. Uncommon Alliances: Non-Traditional Partnerships for PR Power 3. Magnifico! Putting the "Special" in Special Event Fundraising	JACKSON SANSOME MONTGOMERY
12 - 2 pm	Luncheon with guest speaker, Doug McLennan	GRAND BALLROOM
3 - 5 pm	Executive Directors Meet <i>(by invitation only)</i>	COLUMBUS I



WELLS
FARGO

Music is the universal language



Sometimes the most meaningful communication happens without dialogue. Great music tells us that we are not alone with our emotions.

We proudly salute the Association of California Symphony Orchestras.

wellsfargo.com

Together we'll go far



WELCOME

On behalf of the musicians, staff, and Board of Directors of the San Francisco Symphony, welcome to the 42nd Annual ACSO Conference! We are very excited to be hosting our colleagues from around California and encourage you to enjoy all that San Francisco has to offer.



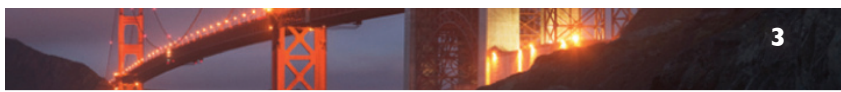
Coming together as colleagues gives us the opportunity to have open and vibrant discussions about the challenges we face, discover ways of strengthening artistic vitality, and learn to deepen our engagement with the communities we serve. At the Conference, you will find content that is thoughtful, engaging, and timely; giving us the ability to share ideas and learn from one another to shape the future of our field.

If you're new to the Conference, don't miss the orientation on Thursday morning. It will help you make the most of your experience. Along with the sessions and peer forums designed for specific constituents, two Plenary Sessions explore important work being done in music education and audience building. And not to be missed are luncheons with acclaimed cellist Zuill Bailey and ArtsJournal.com founder and editor Doug McLennan. We also look forward to seeing you in Davies Symphony Hall to enjoy the San Francisco Symphony in concert featuring music from and about the New World, led by the dynamic Alondra de la Parra.

Thank you for attending this year's ACSO Conference; as there's never been a greater need to come together (in force) to ensure the vibrancy of our field.

A handwritten signature in black ink that reads "Brent Assink". The signature is fluid and cursive.

Brent Assink, executive director, San Francisco Symphony



SIDE STREET STRUTTERS



"The Side Street Strutters have one of the best symphonic pops presentations I have seen"
 Michael Krajewski, Principal Pops Conductor: Houston, Long Beach, Jacksonville & New Mexico symphonies

The Side Street Strutters have cooked up a recipe of fun-filled Mardi Gras selections which truly capture the spirit and festiveness of New Orleans. Enjoy *Just A Closer Walk With Thee*, *Tiger Rag*, *Basin St. Blues*, *When The Saints Go Marching In* and many others, complete with a festive parade procession, bead toss, singing, dancing, and colorful costumes. These beautifully crafted arrangements blend the orchestra and Strutters into a savory musical partnership throughout both halves of the show. If you'd like,

throw in a dash of big band swing orchestras and, *voila*, you've got all the ingredients for a tasty menu of classic American jazz.

The Strutters have shared the stage with orchestras in Houston, Phoenix, Jacksonville, Long Beach, Pasadena, Orlando, Naples, Allentown, San Antonio, York, Providence, Albuquerque, Tulsa, and Wichita.

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www.fivestarb.com

GREETINGS



On behalf of my fellow members on the ACSO Board of Directors and the ACSO staff, welcome to ACSO's 42nd Annual Conference! We are truly "tutti sforzando," coming together with force.



I love our field and the wonderful people who make it all happen. After all, music is about collaboration and community. It requires a village: those who create and re-create, those who support, in so many ways, and those who enjoy. All of us share the joy, the nourishment, and the learning.

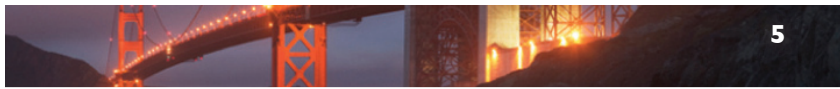
Our Conference presents outstanding opportunities for community, joy and learning as well. We can all thank ACSO's Conference Committee and its chair, Noralee Monestere, executive director of the Marin Symphony, who, along with ACSO executive director Kris Sinclair, have put together a fabulous program which includes sessions ranging from the inspirational to the hands-on nitty gritty required to make it all work.

I would like to thank as well all the presenters at this year's Conference, who are enriching the field by contributing their time and talent to share their often hard-earned wisdom with us. We're most appreciative of the San Francisco Symphony for hosting the Conference this year. And of course I would like to thank the hard-working members of the ACSO Board and staff for their work year-round on behalf of music in our state.

Just as there's nothing quite as satisfying as a live concert, I think there's nothing like meeting colleagues face-to-face, sitting down with them, sharing a session, a meal, finding support and answers, celebrating each other's successes. It's inspiring.

So please enjoy, and please do not forget to let us know what works and what could be improved. This Conference is for you. Tutti Sforzando!

NancyBell Coe, *president, ACSO*
president, Music Academy of the West



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Greeting from the Mayor of San Francisco



As Mayor of the City and County of San Francisco, I extend warm wishes to everyone attending the Association of California Symphony Orchestras' Annual Conference from July 22-24 at the Hilton Financial District. We are indeed honored that you have chosen "America's favorite City by the Bay" to host this noteworthy event.

I commend the Association of California Symphony Orchestras for their outstanding civic and community service and for their invaluable contributions toward advancing the importance of music appreciation and creative expression through all genres of music.

Music is a force that unites us all beyond cultures and geographical boundaries and our city is especially fortunate for our very own San Francisco Symphony which we believe represents the summit of musical expression in San Francisco.

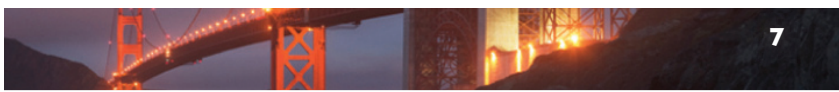
While in the Bay Area, I invite you to take full advantage of those "Only in San Francisco" experiences from our world-class restaurants and entertainment venues, to our iconic cable cars and the Golden Gate Bridge, the captivating views from the scenic city hills, to our diverse and multicultural communities you're in for a treat not just for your senses, but also for your soul!

I wish you all the best for a successful and rewarding conference!

Warmest Personal Regards,

A handwritten signature in black ink, appearing to read "Gavin Newsom".

Gavin Newsom, *Mayor*



SPECIAL THANKS



2010 Conference Chair

Noralee Monestere, *executive director, Marin Symphony*

Members of the 2010 Conference Committee

Kate Akos

Dafna Kapshud

Stacey Street

Adrienna Valencia

Chris Ayzoukian

Mireya Jones

Oliver Theil

Cynthia Shilkret, *chair, Connoisseur's Collection Wine Bin Drawing*

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the 42nd Annual Conference.

Katherine E. Akos Consulting
Services

artSMART

Arts Consulting Group

Arts Reach

Bloomingdale's

Jeanette Bovard, editorial
consultant

Emilio's Italian Restaurant

Fountaingrove Inn

Four Points by Sheraton

French Touch Productions

Fremont Symphony

Hilton San Francisco Financial
District

Hutchins Consort

Jones Coffee Roasters

League of American Orchestras

Leatherby's Café Rouge

Los Angeles Chamber Orchestra

Los Angeles Children's Chorus

Los Angeles Philharmonic

Macias Gini & O'Connell, CPAs

Macy's

Marin Symphony

Mediterraneo Restaurant

The Melting Pot

Music Academy of the West

New West Symphony

Oakland East Bay Symphony

Ojai Music Festival

Orchestra Nova San Diego

Don Osborne

Pacific Mozart Ensemble

Pacific Symphony

Patron Technology

Philharmonia Baroque Orchestra

San Bernardino Symphony

San Francisco Convention &
Visitors Bureau

San Francisco Performances

San Francisco Symphony

Santa Barbara Symphony

Santa Rosa Symphony

Side Street Strutters Jazz Band

George Sinclair

South Coast Plaza

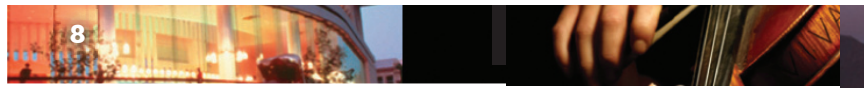
Stockton Symphony

Target

Upham Hotel

Westfield San Francisco Center

Westin South Coast Plaza Hotel





■ Conference Registration, Check-in, Tickets and Resource Room

MASON

■ Hours

Wednesday, July 21	5 am - 6 pm (Vendor Set-up)
Thursday, July 22	8 am - 4 pm
Friday, July 23	8 am - 4 pm
Saturday, July 24	7:30 am - 12 pm

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

■ What's in the Resource Room?

■ 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 (Mason). The experts will talk to more than one person/organization at a time.

■ Orchestra Brochures

■ Artists Manager Brochures and Rosters

■ Vendor Information

■ The Tuneful Boutique

All proceeds benefit ACSO. Thank you to the many organizations that have donated items to the Tuneful Boutique.

■ Registration Desk

■ Advocacy Information Desk

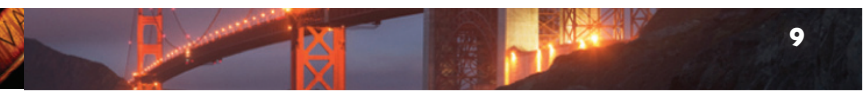
■ Find Out if You're a Musical Drawing Winner

■ Morning Coffee Service

■ Star in a Video

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.



MUSICAL DRAWING



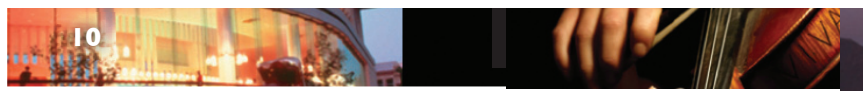
Take a chance on this year's Musical Drawing, featuring exotic concert/hotel packages, sumptuous gift baskets and extravagant shopping sprees. All concerts are compliments of ACSO member orchestras and choruses. Proceeds from the drawing

support essential services provided to organizations in the state of California and the region, including consulting services, technical assistance, conferences, and workshops.

Tickets: \$15 each; 5 for \$60; 10 for \$100

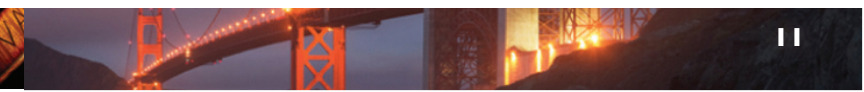
Prizes include:

- \$500 South Coast Plaza Shopping Spree (Orange County).
- Enjoy a two-night stay at the Hilton San Francisco Financial District and 2 pairs of tickets to 2 events by San Francisco Performances, independent presenter of chamber music, vocal and instrumental recitals and jazz and contemporary dance.
- 2 tickets to a 2010-11 Oakland East Bay Symphony concert at the historic Paramount Theatre.
- 2 tickets to a Marin Symphony concert of your choice, with Section One seating. A \$100 gift certificate to The Melting Pot in Larkspur and one night at the Four Points by Sheraton, just across the freeway from the Concert Hall.
- We invite you to join us for the 65th Ojai Music Festival, June 2011. Featuring the music of Stravinsky, Boulez, Messiaen, and George Benjamin plus Indian ragas and works of Frank Zappa. The package will include a pair of B tickets to a concert of your choice in historic Libbey Bowl, access to the VIP Festival Lounge, and invitation to the Saturday Post Concert Party.
- 3 one-day park hopper passes to Disneyland and California Adventureland.
- A half-day consultation from Katherine E. Akos on organizational planning, development activities or board development. (*Previous winners are not eligible*).
- A set of 7 DVDs from the highly acclaimed *Keeping Score* television series, hosted by MTT with the San Francisco Symphony. Each of the 7 DVDs features a one hour documentary episode coupled with concert performances of the work explored, with Michael Tilson Thomas leading the San Francisco Symphony. The full collection features episodes on Tchaikovsky, Beethoven, Stravinsky, Copland, Berlioz, Shostakovich, and Ives.
- 2 tickets to Music Academy of the West's August 8 performance of *Don Giovanni*.



- Enjoy a night of classical music under the stars with 2 reserved bench seats at the Hollywood Bowl during 2010-11.
- 2 tickets to a Los Angeles Chamber Orchestra Series concert, a LACO tote bag, and a copy of LACO's 40th anniversary CD with Jeffrey Kahane and Sir Neville Marriner.
- 4 tickets to a San Bernardino Symphony concert and dinner pre-concert with a member of the San Bernardino Symphony Board of Directors.
- 2 bottles of wine, 2 tickets to a 2010-11 Santa Barbara Symphony concert, dinner for 2 at Emilio's Italian restaurant and a one-night stay at the charming Upham Hotel.
- 3 documentaries, "Sing!", "Sing Opera!" and "Sing China!" by Academy Award winner Freida Lee Mock. The films follow Los Angeles Children's Chorus on its various journeys through opera, China and beyond. "Sing!" was nominated for an Academy Award.
- 2 tickets to any Stockton Symphony Classics concert during the 2010-2011 season and a recording of the Stockton Symphony's world premiere of *Mark Twain's World: A Symphonic Journey with Genuine Thespians* composed by Chris Brubeck.
- artSMART offers a 4-hour workshop for board/staff who have weathered the immediate crisis and are ready to move on - wherever that takes them! Does not include travel expenses for Jane Hill, consultant.
- Enjoy a New West Symphony concert for 2 at the Countrywide Theatre Performing Arts Center and dinner at the Mediterraneo Restaurant in Westlake Village.
- Enjoy a one night stay at The Fountaingrove Inn located just 65 miles north of the Golden Gate Bridge. The hotel offers gracious hospitality, is close to the Redwoods, the Sonoma Coast, and is within an easy drive of the wine appellations of Dry Creek, Russian River and Sonoma Valleys. You'll also experience a performance for 2 by the Santa Rosa Symphony during its 83rd season.
- Arts Consulting Group is pleased to offer a Saturday Board and Staff Planning Retreat. The focus of the Retreat will be mutually agreed upon by ACG and the organization, including use of online confidential Board assessment tools completed by participants in advance.
- Around the World in Coffee - a basket of premium coffee from Jones Coffee Roasters in Pasadena.
- 2 tickets to an Orchestra Nova San Diego Classics performance for the 2010-11 season at Irwin M. Jacobs Qualcomm Hall in Sorrento Valley.
- A pair of 2010-11 Hutchins Consort season tickets, a CD and a t-shirt.

MUSICAL DRAWING CONTINUED ON NEXT PAGE



MUSICAL DRAWING CONTINUED

- Pacific Symphony Concert tickets for 2, with dinner at Leatherby's Café Rouge and a Friday and Saturday night stay at the Westin South Coast Plaza.
- 2 tickets to the Fremont Symphony's December 4th or 5th performance of *The Nutcracker*.
- 90 minute promotional video for your organization, courtesy of French Touch Productions. (*If the organization is not in Northern California, travel and accommodation will have to be provided.*)
- 2 CDs and a pair of tickets to the December 4, 2010 Pacific Mozart Ensemble concert in Berkeley.
- A season subscription for 2 to the Philharmonia Baroque Orchestra's 2010-11 season.
- 1 complimentary registration for the League of American Orchestras' 2011 National Conference, Minneapolis, June 6-9, hosted by the Minnesota Orchestra and the St. Paul Chamber Orchestra.
- 1 complimentary registration to the Arts Reach National Arts Marketing & Development Conference in Los Angeles, October 21-24, 2010.

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.

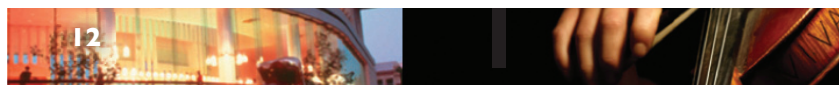
CONNOISSEUR'S COLLECTION

Become the toast of your social circle!

Nothing goes better with Classical music than a glass of fine wine! And who would know what special wines go best with music than ACSO's very own Board? Enter for your chance to win a coveted selection of fine wines, contributed from the private cellars of our Board members. You could go home with over 25 bottles of exquisite vintages to enjoy at your leisure. Only 54 tickets are sold. Chances for this special selection are \$100 a piece with the winning tickets chosen during a fun-filled ceremony at Saturday's luncheon. To view the outstanding selections, visit the wine bin display in the Resource Room.



**Must be present to win. The drawing will be held during lunch Saturday, July 24. The winner has the option of taking the wines home or having them shipped (in-state only).*



SCHEDULE OF EVENTS

WEDNESDAY, JULY 21, 2010

3 - 4:30 pm

ACSO Board Meeting

JACKSON

5 - 6 pm

Resource Room Available for Vendor Set-Up

MASON

6 pm

BY INVITATION ONLY

ACSO Board and Major Donor Gathering

THURSDAY, JULY 22, 2010

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

8 am - 4 pm

Registration & Resource Room Open

MASON

sponsored by  **ASCAP**

10 - 10:45 am

NEW OR RETURNING DELEGATES

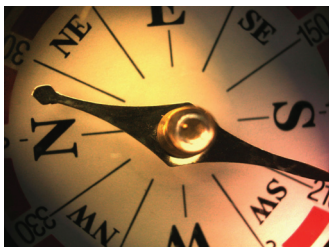
Conference Orientation

GRAND BALLROOM

Tutti a bordo! It's time to get on board with your colleagues from near and far to discover how to make the most of your joint Conference experience. Togetherness over three days of learning and sharing will make each of us stronger and more successful solo and ensemble players! Featuring a special appearance by Jane Hill, former orchestra and opera executive director; arts consultant - "My First 1,000 Mistakes (abridged)."

Kelly Ruggirello, *president, Pacific Chorale*

sponsored by **Stacey Street**



Peer Forums: Musical Chairs

Don't be left out when the music stops! Grab a chair at one of the tables and join your peers at this once-a-year, unparalleled opportunity to build your network by meeting, mingling, and exchanging information with your colleagues. It's the perfect prelude to a Conference that fosters confidence, creativity, comprehension and connections through interaction and sharing.

Peer Forum Tables

1. Managers with budgets over \$1 million **DAVIS**

Noralee Monestere, executive director, Marin Symphony

2. Board Members with budgets over \$1 million **JACKSON**

Len Linton, president, New West Symphony

3. Managers with budgets \$500,000 to \$999,999 **JACKSON**

Jan Derecho, executive director, Santa Cruz County Symphony

4. Board members with budgets \$500,000 to \$999,999 **JACKSON**

Dean McVay, board member, San Bernardino Symphony

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

Colleen Marlow, executive director, San Francisco Chamber Orchestra

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

Florence Kabot, president, Tulare County Symphony

7. Marketing Directors and Staff **MONTGOMERY**

Cathy Levin, associate director of marketing, San Francisco Symphony

8. Public Relations Directors and Staff **MONTGOMERY**

Oliver Theil, director of public relations, San Francisco Symphony

9. Development Directors and Staff **GRAND BALLROOM**

Courtney Beck, development director, Philharmonia Baroque Orchestra

10. Operations and General Managers **MONTGOMERY**

Andrew Dubowski, director of operations, San Francisco Symphony

11. Finance, IT Staff and Volunteers **WASHINGTON**

Maya Rath, finance director, Oakland East Bay Symphony

12. Education Staff and Volunteers **WASHINGTON**

Adrienne Valencia, director of education, San Diego Symphony

13. League and Guild Volunteers **WASHINGTON**

Diane Tomczak, president, Santa Rosa Symphony League

14. Youth Orchestra Staff and Volunteers **GRAND BALLROOM**

Leah Maddock, administrator, Berkeley Youth Orchestra

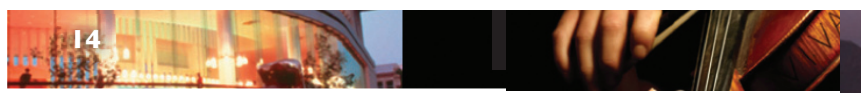
15. Conductors **GRAND BALLROOM**

Kyle Wiley Pickett, music director, North State Symphony

Pre-paid box lunches can be picked up in the Grand Ballroom foyer.

\$ ADVANCE REGISTRATION REQUIRED FOR BOX LUNCH

sponsored by **Andrea Laguni**



1:30 - 2:30 pm

ALL

Education con brio San Francisco Symphony's *Keeping Score*

GRAND BALLROOM

The San Francisco Symphony's acclaimed *Keeping Score* project encompasses PBS television programs, a national radio series, interactive Web sites and a K-12 education program. Join the production team from SFSMedia to learn about the challenges and rewards of in-house media and education projects on a large scale, with insights into creating and distributing engaging and meaningful music education content.



WELCOME: **John Goldman**, *president, San Francisco Symphony*
Edie Cheng, *electronic media manager, San Francisco Symphony*
Susan Key, *Keeping Score education director, San Francisco Symphony*
John Kieser, *general manager, San Francisco Symphony*
Andi Yannone, *Keeping Score education program manager, San Francisco Symphony*

sponsored by



3 - 4:30 pm

ALL

The El Sistema Revolution: Exploring Youth Orchestras Los Angeles (YOLA)- The Intersection of Music, Education and Community

GRAND BALLROOM

This plenary session will deepen our understanding of El Sistema, broaden our thinking



Matthew Imaging

about how orchestras/youth orchestras can be a meaningful part of their communities, and explore strategies to expand access to quality instrumental music instruction (music for all).

MODERATOR: **Jesse Rosen**, *president and ceo, League of American Orchestras*
Daniel Berkowitz, *former Abreu fellow; YOLA manager, Los Angeles Philharmonic*
Leni Boorstin, *director of community affairs, Los Angeles Philharmonic*
Louise Gandhi, *president, Verdugo Young Musicians Association*
Gretchen Nielsen, *director of educational initiatives, Los Angeles Philharmonic*

sponsored by



3 - 4:30 pm (continued)

ALL

Annual Meeting

■ Most Valuable Player Awards

NancyBell Coe, *president, Association of California Symphony Orchestras*

6 pm

ALL

Eat & Greet: Table for 2, 20, 200...

Join your peers for an informal dinner and lively conversation before heading off to the San Francisco Symphony concert. Meet in the Resource Room.

8 pm

Night Out at the San Francisco Symphony Pops Concert

"my classic New World"

Alondra de la Parra, conductor

Lucas Meachem, baritone

Charlie Albright, pianist

Ellington / *New World A-Comin'*

Copland / Selections from *Old American Songs*

Grofé / Selections from *Grand Canyon Suite*

Dvorák / Symphony No. 9 in e minor op. 95 *From the New World*



Photo by Abby Ross

A grand finale to our first day of Conference activities! Join us at the Symphony for this joyous celebration of America's musical heritage, featuring the dynamic young conductor Alondra de la Parra. "my classic New World" weaves a kaleidoscopic tapestry of American music, bringing together the dreamy nostalgia of Copland's *Old American Songs* with the infectious swing of Duke Ellington's *New World A-Comin'*. The program culminates in Dvorák's immortal Ninth Symphony, *From the New World*, inspired by the Czech Romantic's fascination with American folk music.

10 pm

ALL

Celebrate Conference and Camaraderie: Overture Party Post-Concert

Wattis Room, Davies Symphony Hall, 201 Van Ness Avenue
Transportation on own

hosted by  SAN FRANCISCO SYMPHONY

FRIDAY, JULY 23, 2010

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

8 am - 4 pm

Registration & Resource Room Open

MASON

8:30 am - 10 am

MANAGEMENT/GOVERNANCE

1. Victims, Villains and Heroes:

JACKSON

Managing Drama in the Workplace

Have you ever fantasized about doing your job without having to work with or manage anyone else? Stop dreaming; the workplace is not a one-man show! Like it or not, we are all players in an ensemble production. Whether starring as executive directors, music directors, directors of the board, or essaying the all-important roles of staff and constituents – each one of us adds to the constant, swirling emotional drama involving Victims, Villains and Heroes. Fret no more; rather, learn how to foster a workplace where the collective energy is spent on productivity instead of emotional gamesmanship.

Don Phin, *president, HR that Works*

Paul Jan Zdunek, *ceo, Pasadena Symphony and Pops*

sponsored by James Drummy

8:30 am - 10 am

GOVERNANCE

2. Powered by Purpose: The Vital Small-budget Organization

MONTGOMERY

Often referred to as a 'community orchestra,' the small budget organization is the heart of California's music scene. Understanding the dynamics for success in this musical niche is the key. Presented for and by smaller organizations, this session will look at some best practices you can implement for a smoother running operation.

MODERATOR: Sandi Sigurdson, *executive director, Leadership San Luis Obispo*

Jan Derecho, *executive director, Santa Cruz County Symphony*

Francie Levy, *executive manager, Tulare County Symphony*

Emily Ray, *music director, Mission Chamber Orchestra*

sponsored by San Luis Obispo Symphony Board of Directors

8:30 am - 10:00 am

DEVELOPMENT

3. Harnessing Technology to Keep Long Term Investors Humming Along

SANSOME

We typically use technology to attract donors and subscribers and publicize programs, but did you know that the most effective use of technology is in keeping donors engaged? Cyber stewardship isn't random - it is a systematic program based on what donors want to know and how often they want information. Our presenter is not a technology wonk - she is an expert in major giving and knows donors. She understands what 21st Century investors at all levels are looking for in the "ROI" they get from their gifts. And while technology isn't the only technique you need to use, it is increasingly one of the most effective.

INTRODUCTION: Courtney Beck, *development director, Philharmonia Baroque Orchestra*

Kay Sprinkel Grace, CFRE, *consultant, speaker, facilitator, writer*

sponsored by Kelly Ruggirello

10:15 am - 11:45 am

MARKETING/TECHNOLOGY

1. Best Practices in E-mail Marketing

JACKSON

Proactive, outbound e-mail marketing is cost effective, easy to measure, and should be a key component of your overall marketing or customer/member communications strategy. In one easy lesson, we'll teach you how to master e-mail marketing communications with a comprehensive look at best practices and winning strategies for getting and keeping quality subscribers, increasing deliverability and open rates, writing good headlines and content, saving time, getting readers to take action, and more!

INTRODUCTION: Stacey Street, *executive director, Berkeley East Bay Humane Society*

Stu Carty, *regional development director, Constant Contact*

sponsored by Dean McVay

10:15 am - 11:45 am

ARTISTIC

2. The Right Stuff for the Right Season

MONTGOMERY

Devising a subscription season that works equally well for the audience, musicians, management, soloists, and conductor is a delicate balancing act - and then some! Before you become *molto agitato* just thinking about the task, realize 1) that you're not alone, and 2) that we can help. This ideas-and-information-packed session reviews common problems faced by all orchestras in creating balanced programs. We'll examine thematic concepts within a concert program, season, or period of time; help you match programming ideas with marketing objectives, and discuss non-musical enhancements that help delineate your themes and add to the overall effectiveness of your season.

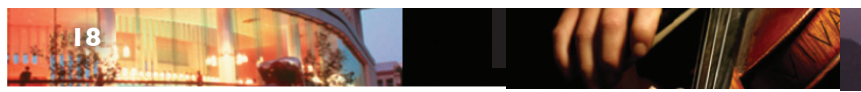
MODERATOR: NancyBell Coe, *president, Music Academy of the West*

Jeremy Geffen, *director of artistic planning, Carnegie Hall*

Kathleen McGuire, *conductor, Community Women's Orchestra*

Chad Smith, *vice president artistic planning, Los Angeles Philharmonic*

sponsored by Nancy Bankoff Chalifour



3. Keep it Together: Finance Matters

SANSOME

How do we measure what is really important? What information do you need to guide the orchestra? We will introduce you to the organization dashboards and metrics: numerical measures of quantity, quality and performance that can be used to track financial health, organizational impact, efficiency, employee satisfaction, governance and other factors. With an emphasis on selecting metrics that are easy and inexpensive to compile, this workshop introduces a dashboard tool specifically developed for nonprofits. We will focus on financial reporting: what should board members look for in a financial report that will help monitor the financial health of your symphony?

MODERATOR: Maya Rath, *finance director, Oakland East Bay Symphony*

Marla Cornelius, MNA, *senior project director,*

CompassPoint Nonprofit Services

Donna M. Williams, *board member, Oakland East Bay Symphony*

sponsored by Lou Bartolini

LUNCHEON with guest speaker Zuill Bailey "Bach to Business"

**GRAND
BALLROOM**


Lisa-Marie Mazzucco

A multi-faceted musician of consummate virtuosity, Zuill Bailey has performed all over the US.

BACH to BUSINESS: cellist and presenter (Artistic Director El Paso Pro Musica and Artistic Director Designate of the Sitka, Alaska Summer Music Festival), Zuill Bailey provides insights into integrating arts into the community in a way that's good

business for all concerned. He illustrates his ideas with brief musical excerpts from the Bach Suites for solo cello, as he demonstrates some new and different ways of engaging audiences - and getting them to return.

Cellist Zuill Bailey's Bach Cello Suites is the #1 Classical CD on the Classical Billboard Charts for three weeks in a row and is the Number One Album in Billboard Magazine. Zuill was recently featured on NPR's Morning Edition along with NPR's Tiny Desk Concert that can be seen on www.npr.org. Zuill is also featured in the new documentary Bach and Friends.

\$ ADVANCE REGISTRATION REQUIRED

sponsored by  **Tapestry**
a Blackbaud Solution

2:15 - 3:30 pm

DEVELOPMENT

1. Bonding for Business: Beyond Basic Fundraising

JACKSON

There are myriad ways to generate community support of your organization. It pays to look beyond the familiar confines of foundation, individual gifts and corporate giving. This session will take a look at pro bono partnerships that help your bottom line and benefit business donors. What motivates companies to engage in such collaborations? Join us and find out!

MODERATOR: Katie Nicely, *associate director of development, institutional gifts, San Francisco Symphony*

Eugine Chung, *engagement manager, McKinsey & Company*

Nan Keeton, *director of marketing, communications and external affairs, San Francisco Symphony*

James Seff, esq., *Pillsbury Winthrop Shaw Pittman*

sponsored by Maya Rath

2:15 - 3:30 pm

MANAGEMENT/MUSICIANS

2. Productive Partnering: Conversations with the Union

MONTGOMERY

Understanding the union perspective is crucial for orchestra managers. Join us as representatives from the American Federation of Musicians share the state of unions, how they view relationships with orchestras, their observations on the economy *vis-a-vis* collective bargaining agreements and new strategies, and "service exchanges."

MODERATOR: John Kieser, *general manager, San Francisco Symphony*

Christopher Durham, *director of symphonic services, American Federation of Musicians*

Larry Gardner, *president, American Federation of Musicians, Local 12*

David Schoenbrun, *president, American Federation of Musicians, Local 6*



sponsored by Arts-INC.biz

2:15 - 3:30 pm

MARKETING/PR/TECHNOLOGY

3. Contemporary Connectivity: Social Media

SANSOME

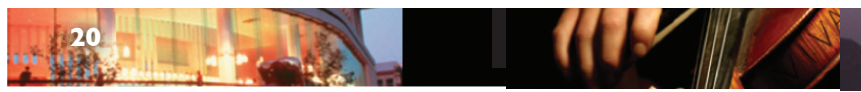
Believe it or not, Facebook is no longer the exclusive domain of the college crowd and "tweets" are hardly confined to tweens! Boomers are flocking to Twitter and people of all ages and interests are expanding the social media network at record pace. How can orchestras use the powerful tools Facebook, Twitter, and YouTube to raise visibility? Discover tips and strategies for using social media to build your reputation and connect with your community.

MODERATOR: Oliver Theil, *director of public relations, San Francisco Symphony*

Beth Kanter, *Beth's Blog: How Nonprofits Can Use Social Media; ceo, Zoetica*

Marc van Bree, *author; social media consultant; blog "Dutch Perspective"*

sponsored by Sean Sutton



1. Examination of a Turnaround: Pasadena Symphony and POPS

JACKSON

A work in progress, hear how the Pasadena Symphony and POPS is managing to re-build a healthy, sustainable organization as it re-examines and reorganizes its staff, Board, financial model and programs with a *Recovery Plan for a Sustainable Future*.

MODERATOR: Peter Pastreich, executive director,
Philharmonia Baroque Orchestra

Diane Rankin, past president, *Pasadena Symphony and POPS*

Melinda Shea, president, *Pasadena Symphony and POPS*

Lora Unger, general manager, *Pasadena Symphony and POPS*

Paul Jan Zdunek, chief executive officer, *Pasadena Symphony and POPS*

sponsored by **Stephen J. M. (Mike) Morris**

2. All Together Now: Build That Board!

SANSOME

Augmenting your Board of Directors with the right people can make a tremendous impact on your organization, increasing contributed and earned revenue, heightening special event attendance, boosting your audience and stimulating your public relations effort. Learn where to meet, how to cultivate and when to solicit Board prospects and offer easy, practical steps that will lead you down a path of financial success!

Kelly Ruggirello, president, *Pacific Chorale*

Joe Truskot, director emeritus, *Association of California Symphony Orchestras*

sponsored by **Katherine E. Akos**

Beach Blanket Babylon

Club Fugazi, 678 Green Street (at Powell),
North Beach

Transportation on own



Steve Silver's Beach Blanket Babylon, the nation's longest running musical revue, is packed with hilarious spoofs of pop culture, spectacular costumes, outrageously gigantic hats, and one show-stopping number after another. Over 13,000 performances have been seen by more than 5 million people in the festive, nightclub atmosphere of its 389-seat home at Club Fugazi, in the heart of the North Beach district, an easy 11-minute walk from the Hilton.

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SATURDAY, JULY 24, 2010

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

7:30 am - 4 pm

Registration & Resource Room Open

MASON

8 am - 12 pm

MANAGEMENT, GOVERNANCE

Power Seminar for Trustees & Administrators Managing in Tough Times

COLUMBUS I

Nonprofit leaders need guidance and tools to manage through these challenging times. This seminar addresses your unique issues. Topics include assessing organizational preparedness; evaluating risk exposure and tolerance; identifying and quantifying options; and communicating financial stories to funders. You will also get tips on cash flow planning, access to credit, program profitability and scenario planning. Don't miss your cue; register today!



INTRODUCTION: **Don Reinhold**, executive director, Fresno Philharmonic
Nicole Simoneaux, senior associate, Nonprofit Finance Fund
Emily Upstill, associate, Nonprofit Finance Fund

sponsored by NancyBell Coe

\$ ADVANCE REGISTRATION REQUIRED

8:30 am - 10 am

ADVOCACY

1. United in Purpose: Creating a Vision for the Arts in California

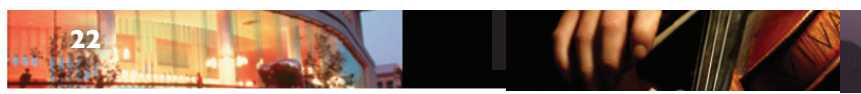
MONTGOMERY

In January, 100 arts leaders from around the state gathered in Sacramento to begin a process for reimagining the ways we think and talk about the value of the arts today in 21st century California. Who are Californians in 2010? What exactly are the arts? What role can and should the arts play in the lives of our citizens and our communities? Answers to these questions will help all of us in making our case with our state and local governments, with funders, with our audiences. And the answers must come from all of us engaged in the arts, and from the communities where we live and make our art. Join this ongoing inquiry in this session where board members of California Arts Advocates (CAA) will facilitate a provocative and interactive conversation.

Dafna Kapshud, director of marketing, San Francisco Performances;
board member, California Arts Advocates

Dalouge Smith, president & CEO, San Diego Youth Symphony
and Conservatory

sponsored by Adrienne Valencia



2. Reaching Out: Youth Confab

SANSOME

Youth orchestras share a unique mandate and distinctive considerations. Here's a session devoted exclusively to your concerns. Hot topics covered include - but will not necessarily be limited to - information dissemination, how green are our organizations and domestic vs. international touring. Got a burning question? You are welcome to submit a topic for group discussion.

Jefferson Packer, *manager, San Francisco Symphony Youth Orchestra*

Sara Salisbury, *president and general manager, Peninsula Youth Orchestra*

sponsored by Sara Salisbury

1. Brainy Education

JACKSON

National arts advocate and educator Susan Stauter explains brain research - in everyday terms and discusses ways that educators and arts organizations can use this information to support educational programming and advocacy strategies. Think of this session as an Arts Educator's Guide to the Human Brain! Arm yourself with knowledge about the key role that music and the arts play in brain development.

MODERATOR: Ron Gallman, *director of education and youth orchestra, San Francisco Symphony*

Susan Stauter, *artistic director, San Francisco Unified School District*

sponsored by Anastasia Herold

2. Uncommon Alliances: Non-Traditional Partnerships for PR Power

SANSOME

Arts organizations typically partner with each other forever, but tend to look no further. What about joining forces with an electronics chain, health club, or shopping mall? This session will share success stories of partnerships that extend into the arena of popular entertainment and leisure activities - alliances that have yielded increased audience development, new sponsorship opportunities, and exceptional, positive publicity. You will be inspired to develop innovative partnerships of your own that step outside the arts community and embrace a larger definition of cultural collaboration.

Clay Campbell, *director of education & community engagement, Pasadena Symphony and POPS*

Caroline Nickel, *director of marketing & public relations, Modesto Symphony Orchestra*

Paul Jan Zdunek, *partner, Decision Support Partners, Inc.; principal, Arts-INC.biz*

sponsored by Cynthia Shilkret

3. Magnifico! Putting the "Special" in Special Event Fundraising

MONTGOMERY

Are your fundraising affairs tried and true, or just tired and tedious? Maybe it's time to toss aside standard operating procedures to bring a fresh, fun approach to these very important occasions. You'll find inspiration - and plenty of bling, zing and pizzazz - in the creative events we spotlight in this session.

MODERATOR: Jan Bell, *president, San Bernardino Symphony Guild*

- **LACO's a la carte exclusive behind-the-scenes events - Intimate musicales with an international twist!**

Think of yourself hobnobbing with suave foreign diplomats, sipping a vintage cabernet while discussing the finer points of Debussy or Dvorak. The Los Angeles Chamber Orchestra taps into our inner jet-setter with their a la carte Musical Salon series, pairing thematically-appropriate music and refreshments and presenting them in Los Angeles' elegant foreign embassies. What could be more sophisticated?

Lacey Huszcza, *director of operations and promotions, Los Angeles Chamber Orchestra*

- **Festive Fantasies: It's Party Time**

Friends of the Monterey Symphony

Looking for a crowd pleasing fund raiser that's sure to catch diverse interests in your Symphony audience? Find out how the Friends from Monterey raised over \$20,000 by giving thirteen parties ranging in price from \$35 to \$125; from an Old Norse Dinner, a Girls Night Out, Jewelry Road Show or Quantum Physics Party.

Leslie Epps, *board member, Friends of the Monterey Symphony*

- **Frugal House 2010: Art of Sustainable Design**

North State Symphony

Chic on a budget - what could be timelier? The interior design students at Chico State and Butte College, under the direction of interior design faculty and prominent local artists, will furnish and decorate a Chico home. All items, donated or purchased from local thrift stores, will be for sale in The Frugal House at affordable prices. The students and artists have donated their time to this project, which benefits the North State Symphony and local partner organizations.

Pat Macias, *board member, North State Symphony*

Katie Brown, *executive assistant/stage manager, North State Symphony*

- **Art and Architecture by the Sea**

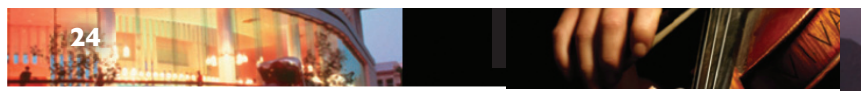
San Bernardino Symphony

When a Seal Beach couple offered their beautifully remodeled home for a Symphony fundraiser, we gladly headed to the beach. Learn how an ordinary "home tour" became a unique event which featured the architect, interior designer, sculptor and glass artist who turned an unremarkable beach house into a work of art. This was not only a financial success for the San Bernardino Symphony but a treat for all who attended.

Jan Bell, *president, San Bernardino Symphony Guild*

Dean McVay, *board member, San Bernardino Symphony*

sponsored by Noralee Monestere



12 - 2 pm

ALL

LUNCHEON with guest speaker

Doug McLennan

"A Strategy for Orchestras in an Age of Infinite Choice"

**GRAND
BALLROOM**



Drawing for the 25-bottle Connoisseur's Collection of Fine Wines

Formerly an arts columnist and arts reporter with the Seattle Post-Intelligencer and the Seattle Weekly, Doug writes on the arts for a number of publications (in his abundant free time), and is currently acting director of the National Arts Journalism Program while it reinvents itself. ArtsJournal was founded September 13, 1999 in the heady days of the dotcom boom. The site is a digest of some of the best arts and cultural journalism in the English-speaking world. Each day ArtsJournal features links to stories about arts and culture culled from more than 200 English-language newspapers, magazines and publications.

Doug McLennan, *editor, ArtsJournal*

\$ ADVANCE REGISTRATION REQUIRED

sponsored by Joyce Fienberg

3 pm - 5 pm

Executive Directors Meet

By Invitation Only

COLUMBUS I

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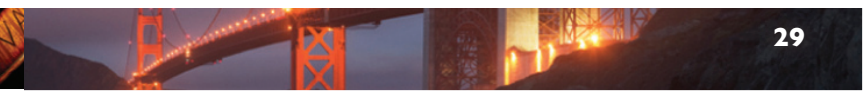
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ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS



CONGRATULATIONS TO THIS



Linda Ashworth, board member

San Luis Obispo Symphony

Linda jumps in and takes action whenever there is a space to fill and wears a number of different hats at the symphony because she is passionate about classical music and sharing it with others. She is a fervent music education advocate in the community and voluntarily created a music library database and catalogued over 975 pieces of music.



Mark Leverette, board member

Young People's Symphony Orchestra

Mark joined the Board because his sister is a YPSO alumna. He has created a system of budget reports and projections which the Board can actually understand! Mark has inspired his accounting firm, BPM, to be a YPSO sponsor, and he and his firm have donated countless hours managing YPSO's taxes.

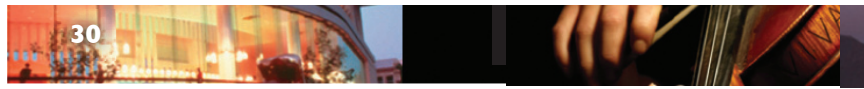


Eugene Nichols, board member

North State Symphony

When the Redding and Chico Symphonies merged in 2001, who better to choose for the leader of the Board of Directors than an established and respected name in both cities. Gene Nichols, one of the founders of Nichols, Melburg & Rossetto Architects, was the most logical choice for leadership. With many contacts in both communities, Gene made an outstanding selection to head up the newly formed North State Symphony Board of Directors.

A big fan of Mozart's works, Gene wants to make sure that the audience has a most enjoyable experience and he keeps the Board focused on the business of the day. He devotes countless hours to meetings, utilizes his many community contacts to obtain sponsorships for our concerts, and even cooks and cleans during Board retreats.



YEAR'S MOST VALUABLE PLAYERS



Judith Peracchi, president

Fresno Philharmonic

Judith demonstrates time and time again a dedication and capacity for getting things done. She created the Fresno Philharmonic's Wine Auction project in 2009 and worked tirelessly to oversee the details and drive the vision of the event. She headed the event again in 2010 and carried much of the workload herself. Judith is exceptional in every way and exemplifies the definition of "Most Valuable Player."



Sheri Richards, president

San Francisco Chamber Orchestra

Sheri demonstrated fearless leadership as Board president during a financial crisis and deserves all the accolades possible for weathering the storm in her first year as president!



Mary Schnepf, president

San Bernardino Symphony

Mary has been involved with the San Bernardino Symphony since 1987 and has been president since 2005. She donates countless hours of her time to the symphony and often sends e-mails from her home at 1 a.m.!



The Association of California Symphony Orchestras is supported in part by grants from the California Arts Council and the National Endowment for the Arts



Whenever the economy tanks, orchestras get squirrely and start to question their *raison d'être*. The doubts pile up: Is the music right? Where are the new audiences? Donors are dropping like flies – where's the money going to come from? Are we charging too much for concert tickets? Where are potential new board members who can think us out of this jam? Is it time for a new conductor? How can we cut back on expenses anymore than we already have?

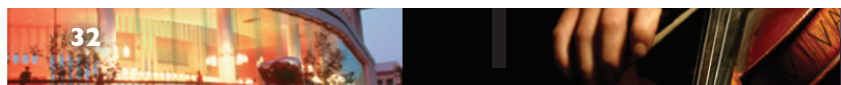
The good news is no California orchestras have gone out of business, a positive statement that I was also fortunate to make last year at the Annual Meeting. But the bad news is that we have several organizations that are just hanging on by a thread. California is not alone; the situation is the same across the country. It seems like upheaval – in the Boardroom, at the negotiating table, in staff meetings – and I predict that operations are going to change. Everyone is looking for new solutions and, better, more lasting ways of connecting with their communities. Bravo to that!

This, too, is good news. More and more orchestras are taking a proactive approach, trying to figure out ways to do things IN AND WITH their communities, as opposed to saying “here we are; come to us.” Take particular note of the nucleos popping up in Southern California. If you are not sure what they are, please attend the Plenary Session on Thursday, July 22 with a presentation by the Los Angeles Philharmonic and Verdugo Young Musicians Association.

In fact, the ACSO Conference this year is especially focused on helping us all weather the storms and emerge stronger, smarter and more aware of the roles our organizations can and should be playing in our respective communities. I hope each of you will make the most of this opportunity.

As always, this year has seen major changes in the California musical landscape. Some of the important milestones:

- Asher Raboy left the Napa Valley Symphony after 20 years as music director



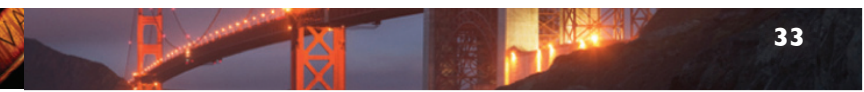
- Joe Truskot left the Monterey Symphony after 20 years as executive director
- Jorge Mester left the Pasadena Symphony after 25 years as music director
- Carl St.Clair celebrated 20 years as music director of the Pacific Symphony
- The Music in the Mountains hired Gregory Vadja as music director
- The Oakland East Bay Symphony and the Oakland Youth Orchestra have successfully merged
- Ojai Music Festival announced the plan to tear down aged Libbey Bowl and build its new-and-improved successor
- The San Luis Obispo hired Brian Hermanson as its new executive director
- The Santa Barbara Symphony moved into the fantastic renovated Granada theatre
- The Riverside Philharmonic hired new music director Tomasz Golka
- Ernest Fleischmann, God love him, passed away on June 13 after some years in decline

Finally, here is a chance for us all to show support for the arts in California. An exciting campaign has been launched by the Governor, First Lady, the California Arts Council and the Creative Coalition called the Million Plates Campaign for the Arts. All we have to do is buy an Arts License Plate; a successful campaign means there's a good chance our organizations again will get public funding from the CAC. How easy is that?

Let's get our organizations right! I encourage you to be happy and engaged in the changes ahead.



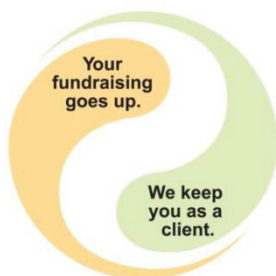
Kris Sinclair, executive director, ACSO



2010-2011 ACSO Next Season

- **"Ask an Expert" Conference Calls**
October 2010; April 2011
- **Executive Directors Meet**
January 2011
- **Youth Orchestra Confab**
March 2011
- **Free 1-day Consultations for your organization**
- **43rd Annual Conference**
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- **Resource Partners Program**
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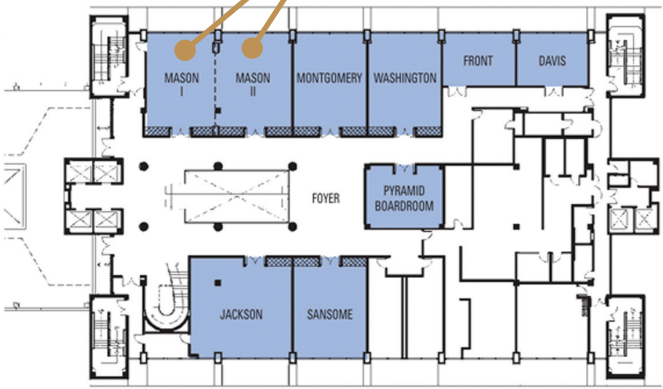


Hilton

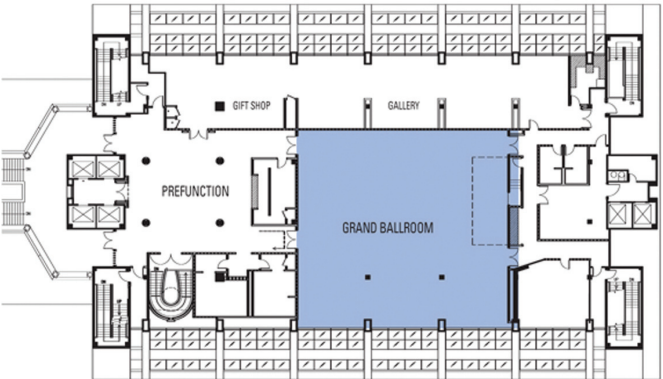
San Francisco Financial District

ACSO Registration and Resource Room

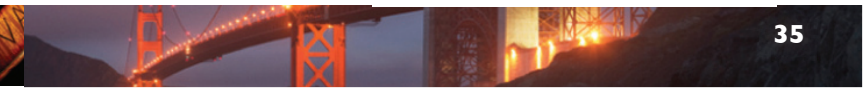
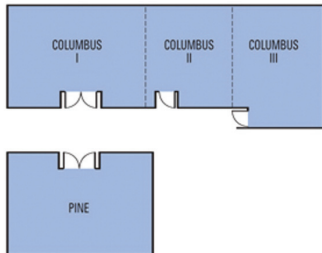
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THIRD FLOOR



FOURTH FLOOR



AREA MAP



Congratulations

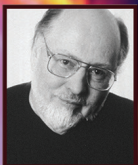
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