

35th ANNUAL  
CONFERENCE  
AUGUST 14 -16, 2003  
THE WESTIN PASADENA

AUDIENCES    MARKETING    VOLUNTEERS

Hosted by the  
Pasadena Symphony  
& Women's Committee

# Harmonic CONVERGENCE

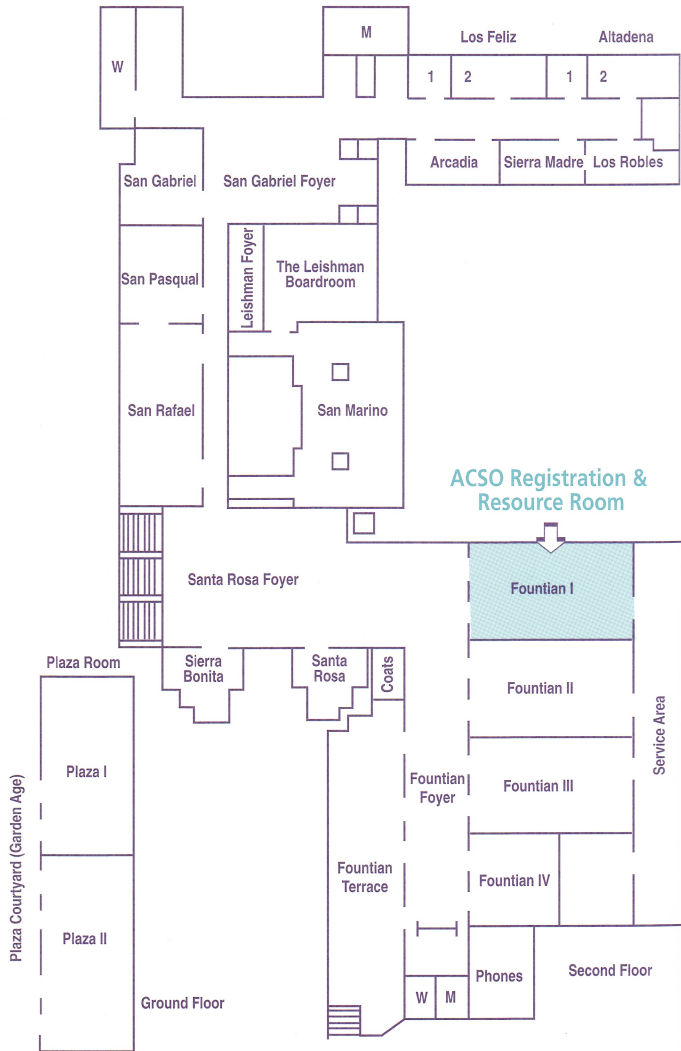
Music, Management &  
Meeting Community  
Needs

MUSICIANS    STAFF    FUNDERS    MEDIA

35  
YEARS  
*of Serving Orchestras*

Association of California  
Symphony Orchestras

ACSO



**THE WESTIN**  
**PASADENA**  
**(626) 792-2727**

On behalf of the Board of Directors of The Pasadena Symphony, it is my pleasure to welcome you to our Crown City, home of the acclaimed Pasadena Tournament of Roses and our wonderful orchestra. I would also like to take this opportunity to thank the Symphony staff and many volunteers who are helping to make this week's events effective and rewarding.

We are delighted to be the host orchestra for this 35th Annual Conference of the Association of California Symphony Orchestras. For years, ACSO has brought together individuals whose leadership has ensured artistic excellence and beneficial community services at orchestras throughout the state. We are proud to provide opportunities for conference attendees to meet colleagues, discuss mutual challenges, exchange ideas and learn together.



In addition to provocative sessions, there are a number of scheduled musical delights that are designed to brighten your Conference experience. It is our sincere hope that you will find your time well spent and the experience both intellectually and artistically rewarding.

Please enjoy our beautiful city and accept our best wishes for great success in your upcoming concert seasons!

Best regards,

*Roger H. Molvar, president  
 The Pasadena Symphony*



Welcome to ACSO's Annual Conference "Harmonic Convergence" celebrating 35 years of service to the orchestras of California!

ACSO board member, Sandi Sigurdson, executive director of the San Louis Obispo Symphony, has chaired a committee who has worked hard throughout the year to develop a Conference we hope you will find informative, stimulating and worthwhile. Through sessions for trustees and volunteers, marketing, fundraising and operations staff, conductors, and executive directors, we all have the opportunity to recharge our batteries to just "keep on going and going and going."



Don't miss the Opening General Session on Thursday afternoon featuring Jorge Mester coaching young conductors in front of a live ensemble, providing a peek behind the curtain in the training of the art of conducting. I also invite you to attend the annual meeting of **your** organization, ACSO, immediately following, to get an update on what we

are doing to improve our ability to better serve you. We will honor and recognize your "Most Valuable Players" at this meeting.

The Conference is your time to connect with old friends and to make new ones. Enjoy the company of friends and colleagues at the Los Angeles Chamber Orchestra concert at the Hollywood Bowl, take an evening walk through Old Town Pasadena or just chat over a glass of wine in the hotel lounge.

I wish you all a very enjoyable and fruitful Conference experience.

Kind regards,

Jim Medvitz, president  
ACSO

**WEDNESDAY, August 13, 2003**

- 12:00 - 3:00 Balance, Breathing and Expressivity Workshop I
- 3:00 - 4:30 ACSO Board Meeting
- 3:15 - 5:15 Conductor's Peer Forum
- 5:00 - 8:00 Registration & Vendor Set-up

**THURSDAY, August 14, 2003**

- 8:00 - 4:00 Registration & Resource Room Open
- 9:00 - 9:45 Conference Orientation
- 9:00 - 12:00 Balance, Breathing and Expressivity Workshop II
- 10:00 - 10:45 Orchestral Etudes: California Orchestra Trends and Statistics
- 11:00 - 1:00 Peer Forums
- 1:15 - 2:30 Classical Consumers Exposed
- 1:15 - 2:45 Balance, Breathing and Expressivity Workshop III
- 2:45 - 3:45 Opening General Session: Conducting Master Class
- 4:00 - 5:00 Bravo! ACSO Annual Meeting
- 5:45 Buses depart for the Hollywood Bowl
- 6:30 Picnic Dinner
- 8:00 Los Angeles Chamber Orchestra Concert

**FRIDAY, August 15, 2003**

- 8:00 - 4:00 Registration & Resource Room Open
- 8:30 - 12:00 Power Seminar for Boards of Directors
- 9:00 - 10:30
  1. The Case of California's Vanishing School Music Programs
  2. The Art of Programming for Small to Mid-Size Orchestras
  3. Optimizing Development Opportunities
- 10:45 - 12:00
  1. Effective Use of Volunteers
  2. Audience Research In Practice
  3. Public Schools - Youth Orchestra Conundrum
- 12:00 - 2:00 Luncheon: Guest Speaker Don Campbell
- 2:30 - 4:00
  1. Good News or Bad: Getting the Word Out
  2. Accelerando: So Many Bequests, So Little Time
  3. Special Event Fundraising
  4. Conductors Negotiate Contracts
- 6:30 Everything's Coming Up Roses: Welcome Reception

**SATURDAY, August 16, 2003**

- 8:00 - 12:00 Registration & Resource Room Open
- 9:00 - 10:30
  1. Insurance: Managing to Live With It
  2. Best Foot Forward: Youth Orchestra Auditioning Practices
  3. Make It Easy on Yourself: Results Marketing
  4. How to Take a Conducting Audition
- 10:45 - 12:00
  1. Raising the Consciousness of Elected Officials
  2. From the Musician's Stand
  3. Turn Crisis Into Opportunity
  4. From the Conductor's Podium: Bases
- 12:00 - 2:00 Luncheon: Guest Speaker Roland Valliere
- 2:30 - 3:30 Innovative Case Studies
- 5:30 Buses depart for Descanso Gardens
- 7:30 Dinner and Pasadena Pops Concert



## Better People. Better Campaigns.



Telemarketing and telefundraising for symphony orchestras: No one does it better than MKTG Services. Our people are the most knowledgeable and experienced in the industry. Our campaigns generate the highest net results and build positive rapport among patrons.

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### Los Angeles Office

101 Continental Blvd., Ste. 400  
El Segundo, CA 90245-4512  
Phone: (310) 760-0770

# CONFERENCE NOTES

## Conference Registration, Tickets and Resource Room Fountain I

### Hours

Registration and Vendor Set-up

Wednesday, August 13 5:00 pm - 8:00 pm

Thursday, August 14 8:00 am - 4:00 pm

Friday, August 15 8:00 am - 4:00 pm

Saturday, August 16 8:00 am - 12:00 pm

- Conference registration and special event tickets can be paid for by cash, check, VISA or MasterCard. Make checks payable to ACSO.
- Tickets for meals or concerts cannot be exchanged or refunded.
- Luncheon tickets must be purchased at least one day before the event to ensure your inclusion.

### Resource Room

#### ● Coffee Café

sponsored by Clarion Associates, Inc.

- Orchestra Brochures
- Artist Manager Brochures and Rosters
- Vendor Information
- Computer Information
- The Tuneful Boutique
- Registration Desk

### Don't forget to shop at the Tuneful Boutique

All proceeds benefit ACSO

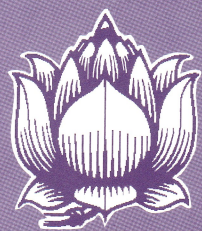
*PLEASE WEAR YOUR NAME BADGE AT ALL TIMES while in the hotel or attending activities at any of the other venues. You must be a registered Conference delegate to attend sessions. We recommend that you do not wear your name badge while walking outside.*



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



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## SPECIAL THANKS

Sandi Sigurdson, 2003 Conference chair  
*executive director, San Luis Obispo Symphony*



*Special thanks to the following friends of ACSO  
who have provided in-kind services or  
merchandise during the year or for the 35th  
Annual Conference.*

Aston Hotel & Resort, Oahu  
Avila Beach Resort  
Berkeley Symphony  
Bouchon Restaurant  
California Shakespeare Festival  
California Symphony  
John & Dianne Conner, Hoteliers  
Bobbie Cusato  
Fisherman's Wharf Marriott Courtyard  
Franciscan Inn, Santa Barbara  
Hawaii Opera Theatre  
Houghton Mifflin  
Catherine Jaeger and Chumeia Vineyards  
Kitchen Outfitters, Long Beach  
Long Beach Symphony  
Los Angeles Chamber Orchestra  
Los Angeles Philharmonic, Hollywood Bowl  
Meridian Vineyards  
Oakland East-Bay Symphony  
Oregon Bach Festival  
Pacific Symphony Orchestra  
Pasadena Hilton Hotel  
Pasadena Pops  
Pasadena Symphony  
Paso Robles Vintners & Growers  
Petit Soleil Bed and Breakfast  
Philharmonia Baroque Orchestra  
Camille Reed  
San Francisco Symphony  
Santa Barbara Symphony  
Santa Rosa Symphony  
Mitchell Sjerven  
South Coast Plaza, Orange County  
John Stipicevich  
Karen and Jan Stevens  
Stockton Symphony  
Vineyard Creek Hotel & Spa  
Walnut Creek Marriott  
Westin Pasadena Hotel  
Willie's Wine Bar, Santa Rosa

Sharon McNalley, Tuneful Boutique chair  
*board member, Philharmonic Society of Orange County*

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



Help us reach our 2002/03 Annual Fund Goal of \$15,000! Give a gift of \$35 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these great prizes:

**Get-A-Ways & Other Goodies**

**Opera in Hawaii**

Two nights at an Aston Hotel & Resort with tickets to a Hawaii Opera Theatre production in 2004. Your choice of Otello, February 3, Così Fan Tutte, February 17 or The Merry Widow, March 2 or 4

**Weekend for 4 in Boothbay Harbor, Maine**

"Down east" from Portland, this home is across the street from the water with great views. Includes breakfast, lobster dinner and boat trip tour

Camille Reed

**Incline Village Luxury Condominium Weekend**

Some restrictions on date apply, good for one year

Karen & Jan Stevens

**San Luis Obispo Get-away**

Get away to lively and historic San Luis Obispo County. Enjoy two rounds of surfside golf with cart at the exquisite Avila Beach Resort, unwind at the newly opened Petit Soleil Bed and Breakfast (Monday through Thursday)

**Weekend stay in Pasadena**

Weekend two-night stay at The Westin Pasadena including Sunday brunch

**Weekend stay at Nikko Hotel in San Francisco**

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

**Musical Packages**

**Berkeley Symphony**

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

**California Shakespeare Festival**

Two tickets to a performance of your choice during the 2004 season, June 1 through October 5. Enjoy the beautiful outdoor venue, located in Orinda, bring your picnic dinner, a favorite bottle of wine and experience an unforgettable evening of classic theater

**California Symphony**

Two tickets to a 2003-04 concert including dinner and overnight accommodations at the Walnut Creek Marriott

**Los Angeles Chamber Orchestra**

Two tickets to a 2003-04 concert

**Los Angeles Chamber Orchestra**

Four tickets to the Family Concert 2003-04

**Oakland East-Bay Symphony**

Two tickets to a 2003-04 Oakland East-Bay Symphony concert (excluding the May concert), including their new CD

**Two tickets to the Oregon Bach Festival in June 2004**

**Pacific Symphony Sojourn (2 winners)**

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

**Pasadena Symphony Package**

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

**San Francisco Symphony Package**

Two tickets to a 2003-04 concert and overnight accommodations at Fisherman's Wharf Marriott Courtyard

**Santa Barbara Package**

One night stay at the beautiful Franciscan Inn, (a discount applies for an additional night), dinner at Bouchon and two tickets to the November 2003, January or February 2004 concerts

**Santa Rosa Symphony**

Two tickets to any subscription concert of the 2003-04 season, dinner at Willie's Wine Bar and accommodations at Vineyard Creek Hotel & Spa

**Stockton Symphony**

Two tickets to the April 1 or April 4, 2004 concert with pianist Olga Kern

**Daily Raffle Prizes (must be present to win)**

**Cookware Gift Basket**

**Philharmonia Baroque Orchestra Gift Basket**

**Wine Gift Baskets**

● Disclaimer: Out of respect to our donors, prizes are not transferable. All concerts and hotel rooms subject to availability.

**Tickets: 2 for \$35 • 3 for \$50 • 6 for \$75 • 10 for \$100**

Thank you Bobbie Cusato for your tenacity in obtaining great musical drawing prizes.



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## SCHEDULE OF EVENTS

WEDNESDAY, August 13, 2003

12 - 3 pm

**Balance, Breathing, and Expressivity  
Workshop I**  
Fuller Theological Seminary  
Travis Auditorium  
180 N. Oakland Avenue

*Jorge Mester, music director, Pasadena Symphony*

Audience open to conductors who have registered as auditors.

Maestro Jorge Mester has gained an international reputation both as conductor and teacher. His ability to communicate the most sophisticated aspects of musical interpretation in tandem with the fundamentals of gestural technique is remarkable. These workshops present a golden opportunity for young conductors to develop career skills under the guidance of a master.

Three conductors have been selected to participate in an intensive program of three sessions coached by Maestro Mester. Following the successful procedure of previous Conferences, the final master class in this series is an Open General Session at which registrants are invited to sit in as audience.

**Sponsored by the Geraldine C. & Emory M. Ford Foundation**

3 - 4:30 pm

**ACSO Board Meeting**  
San Marino

3:15 - 5:15 pm

**A Meeting of Maestros:  
Conductor's Peer Forum**  
San Rafael

*Peter Jaffe, music director, Stockton Symphony*

5 - 8 pm

**Synchronized Sharing:  
Registration & Vendor Set-up**  
Fountain I

2003-2004

**ACSO**

### Next Season

- A New, More Powerful Web Site
- Workshops
- Orchestra Staff Leadership
- Volunteer Retreat

### Statewide

- Youth Orchestra Meeting
- Mid-Winter Managers' Meeting
- Board of Director Consultations
- Annual Conference



8 am - 4 pm

**Synchronized Sharing:  
Registration & Resource Room Open  
Fountain I**

The Resource Room offers you the opportunity to meet and mingle in a mutually supportive atmosphere. Use your free time wisely to peruse other orchestras' season brochures, participate in software demonstrations, pick up information on artists and meet person-to-person with the artists' managers you've only previously talked with on the phone.

9 am - 12 pm

**Balance, Breathing, and Expressivity  
Workshop II  
Fuller Theological Seminary  
Travis Auditorium  
180 N. Oakland Avenue**

*Jorge Mester, music director, Pasadena Symphony*

Audience open to conductors who have registered as auditors. Conductors lunch is on your own from 12 noon until 1 pm at the Fuller Theological Seminary cafeteria.

**Sponsored by the Conductors Guild**

9 - 9:45 am

**Program Notes: Conference Orientation  
San Marino**

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

*Debbie Chinn, executive director, California Shakespeare Festival*

**Sponsored by Karine Beesley**

10 - 10:45 am

**Orchestral Etudes: Facts and Figures from  
California Symphony Orchestras  
Plaza I & II**

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

Participants in this year's survey will receive the report of comparative data at this session free-of-charge. Non-responders will pay a fee.

*Patty Gessner, marketing consultant  
Kris Sinclair, executive director, ACSO*

**Sponsored by J.F. Coffin, IV**

11 am - 1 pm

**With a Little Help From My Friends:  
Peer Forums  
Rooms posted in Resource Room,  
Fountain I**

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

*Peer Forum chair: Stacey Street, executive director, California Symphony*

**Peer Forum Tables**

- Table 1 Managers with budgets over \$2 million  
*Karine Beesley, executive director, Pasadena Symphony*
- Table 2 Presidents & board members with budgets over \$2 million  
*Jean Horton, executive vice president, Pasadena Symphony*
- Table 3 Managers with budgets from \$300,000 to \$1.9 million  
*John Robinson, executive director, Santa Barbara Symphony*
- Table 4 Presidents & board members with budgets from \$300,000 to \$1.9 million  
*Liz Summer, president, San Luis Obispo Symphony*
- Table 5 Managers & board presidents with budgets under \$300,000  
*Harry Jacobs, past president, Merced Symphony*
- Table 6 Marketing Directors/Staff  
*Patty Thayer, director of marketing, San Luis Obispo Symphony*
- Table 7 Public Relations Directors/Staff  
*Rachelle Roe, associate director of public relations, Los Angeles Philharmonic*
- Table 8 Development Directors/Staff  
*Michelle Weger, associate director of development, Los Angeles Chamber Orchestra*
- Table 9 Operations/General Managers  
*Elaina Tancredy, director of operations/education, California Symphony*
- Table 10 Finance/IT Staff & Volunteers  
*J.F. Coffin, IV, principal, Arts Finance Resources*
- Table 11 Chorus Staff & Volunteers  
*Corty Fongler, consultant*
- Table 12 Education Volunteers & Staff  
*Barbara Burger, director of education, Santa Barbara Symphony*



- Table 13 League & Guild Volunteers  
*Mahnaz Newman, president, Friends of Santa Monica Symphony*
- Table 14 Youth Orchestra Staff  
*Jennifer Teisinger, youth orchestra manager, San Francisco Symphony*
- Table 15 Youth Orchestra Volunteers  
*Pam Dassenko, president, San Luis Obispo Youth Symphony*
- Table 16 Festivals Volunteers and Staff

**1:15 - 2:45 pm** **Balance, Breathing, and Expressivity Workshop III**  
Fuller Theological Seminary  
Travis Auditorium  
180 N. Oakland Avenue

*Jorge Mester, music director, Pasadena Symphony*

Audience open to conductors who have registered as auditors.

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

**1:15 - 2:30 pm** **Classical Consumers Exposed: How Americans Relate to Classical Music and their Local Orchestras**  
Fountain III & IV

Fifteen orchestras, with funding support from the Knight Foundation, recently completed the largest audience study ever undertaken in the U.S. The study paints a rich picture of how Americans fit classical music into their lives, how their feelings translate into attendance at live performances, and suggests how orchestras might tap into the deep veins of latent demand for classical music programs.



*Alan Brown, president, Audience Insight, LLC*

*Introduction: Sandi Sigurdson, executive director, San Luis Obispo Symphony*

**Sponsored by the Board of Directors, San Luis Obispo Symphony**

**2:45 - 3:45 pm** **Opening General Session Conducting Master Class: Balance, Breathing and Expressivity**  
Fuller Theological Seminary  
Travis Auditorium  
180 N. Oakland Avenue

A rare opportunity to gain insight into the craft of conducting, this open general session is the culmination of the intensive coaching workshops held during the past two days. All ACSO Conference delegates and Conductors Guild participants are eligible to attend.



*Jorge Mester, music director, Pasadena Symphony*

**Welcome**

*Jim Medvitz, president, ACSO; VP of strategic planning & special projects, Pacific Symphony Orchestra*

**Introduction**

*Karine Beesley, executive director, Pasadena Symphony*

**Sponsored by the Women's Committee of the Pasadena Symphony Association**

**4 - 5 pm** **Bravo! ACSO Annual Meeting**  
Fountain III & IV

Come have a glass of wine and toast your Most Valuable Players at the Awards Presentations.

**Wine generously donated by Meridian Vineyards, Catherine Jaeger and Chumeia Vineyards, John Stipicevich**



**Hooray for Hollywood**



5:30 pm **Board buses on Los Robles at Westin entrance**

5:45 pm **Buses depart for the Hollywood Bowl**

6:30 pm **Picnic Dinner**

**LOS ANGELES CHAMBER ORCHESTRA**

8 pm **Los Angeles Chamber Orchestra Concert**  
 Beethoven Piano Concerto No. 1 in C major, Op. 15  
 Beethoven Piano Concerto No. 5 in E-flat major, Op. 73 (Emperor)  
*Jeffrey Kahane, performing and conducting*

10:15 pm **Buses return to Pasadena Westin**

\$ Advance registration required

8 am - 4 pm **Synchronized Sharing**  
**Registration & Resource Room Open**  
**Fountain I**

8:30 - 12 pm **Power Seminar for Boards of Directors**  
**"Board Work is a Work of Art"**  
**Plaza I & II**

Most board members learn on the job, without the benefit of formal training. Some are lucky and learn well; others are less fortunate and their organization suffers. Fixing broken boards is a complex and crucial issue. Attend this important empowerment seminar to learn how to recognize problems and implement necessary changes in your board.



*Introduction: Mike Morris, president, Ojai Music Festival*  
*Speaker: Florence Green, executive director, California Association of Nonprofits*

**Sponsored by Wells Fargo Private Banking and John Evans**

\$ Advance registration required.

9 - 10:30 am **1. The Case of California's Vanishing School Music Programs**  
**San Rafael**

Are public school music programs in your community on the chopping block? Healthy school music programs and orchestra education initiatives go hand-in-hand. Schools are our primary education constituency – and they need our help. In this time of statewide budgetary crisis, one of the most urgent educational initiatives for California orchestras will be supporting and advocating for our school partners. Our panel of experts will teach us strategies for successful advocacy, program-building and maintenance.

*Richard Burrows, director of arts education, Los Angeles Unified School District*

*Ron Gallman, director of education, San Francisco Symphony*  
*Deborah H. Mitchell, DMA; Western Division president, MENC;*  
*Director of Music Education, CSU Long Beach*

*Joan Palmer, commissioner, Pasadena Arts Commission*

**Sponsored by ASCAP**



9 - 10:30 am

## 2. Musical Menu Mastery: The Art of Programming for Small to Mid-Size Orchestras

San Pasqual

Good programming is a key ingredient in the success of any orchestra on stage, in the community and at the box office. Learn tips and strategies for producing a gourmet-quality musical banquet – even with a small season and a tight budget.

Larry Granger, music director, Santa Cruz County Symphony  
Nan Washburn, music director, West Hollywood Orchestra

Sponsored by James T. Medvitz

## 3. Funny How Time Slips Away: Optimizing Development Opportunities

San Marino

We'll cover how to best use your limited time and that of your key volunteers in focusing on what counts most: maximizing individual giving, writing and communicating with donors and prospects, and utilizing Moves Management to secure major gifts. This is a great opportunity to learn how to develop and fine-tune your individual giving program.

Corty Fengler, consultant

Jeff Haydon, executive director, Ojai Festival

Sponsored by Ruth Eliel

10:45 - 12 pm

## 1. Got to Get You Into My Life: Valuable Volunteers

San Pasqual

Short staffed due to illness or unavoidable conflicts? Need someone to represent your orchestra at an important community event? Got a great idea for a special project but no personnel to put it in motion? Volunteers can save the day. Think beyond the parameters of traditional volunteer roles and you'll realize how these talented and enthusiastic supporters can provide valuable supplemental assistance throughout your organization.

Bobbie Cusato, board member, Long Beach Symphony  
Florita Davis, box office manager, Long Beach Symphony  
David Gerhart, adjunct faculty, School of Music, CSULB  
Joe Truskot, executive director, Monterey Symphony  
André Vener, executive director, California Philharmonic

Sponsored by Doris Segall

10:45 - 12 pm

## 2. Getting to Know You: Audience Research

San Marino

Audience research is a key learning activity for arts managers, providing essential information upon which to base marketing and other decisions. This session will cover a range of audience and market research techniques from surveys and focus groups to analysis of customer data files. Participants will learn how and when to organize a research effort and how to ensure meaningful results.

Alan Brown, president, Audience Insight, LLC

Joan Cumming, director of marketing, Los Angeles Philharmonic

Sponsored by Robert A. Birman

Sponsored by Enertex Marketing, Inc.

## 3. The Public Schools – Youth Orchestra Conundrum

San Rafael

How do we best serve our young musicians caught in the tug-of-war between school music programs and their youth orchestra commitments? How do we build positive relationships with school music educators? We can make beautiful music together if we learn to harmonize our efforts.

Pam Dassenko, president, San Luis Obispo Youth Symphony

John Koshak, music director & conductor, Orange County Youth Symphony Orchestra

Sue Rumley, executive director, San Diego Youth Symphony

Sponsored Anonymously

12 - 2 pm

## Applause! Applause!

### Luncheon with Don Campbell

#### "Sound Nutrition"

Fountain III & IV

Don Campbell brings insight to the challenges of keeping our communities motivated by Classical music.

In Don Campbell's unique view, music is not only a rich and rewarding aesthetic experience but a bridge to a more creative, intelligent, healthy, joy-filled life. His singular mission is to help return music to its central place in the modern world as a resource for growth, development, health and celebration.



\$ Advance registration required.

Sponsored by Toyota Motor Sales, USA, Inc.

**TOYOTA**



2:30 - 4 pm

**1. Good News or Bad:  
Getting the Word Out  
San Marino**

Sing out loud and strong! This panel discussion focuses on effectively getting your news out. Learn what to prepare in advance, how to determine your spokesperson (artistic, administrative staff or Board), and methods for fielding tough questions – in short, how to work with reporters. Remember, it's your job to help the reporters do theirs!

*Chris Reynolds, arts reporter, Los Angeles Times*  
*Rachelle Roe, associate director of public relations,  
Los Angeles Philharmonic*  
*Sharon Ruebsteck, PR specialist, Ruder Finn Arts Communications*

**Sponsored by Camille Reed**

**2. Accelerando:  
So Many Bequests, So Little Time  
Plaza I & II**

Having trouble finding time for planned giving with your donors? This presentation will identify foolproof ways to make the best use of your time without breaking your budget.

*Liz Chambers, former director of development, Fresno Philharmonic*  
*Christopher Minnes, Arts Consulting Group*

**Sponsored by Bobbie Cusato**

**3. Come to the Cabaret:  
Special Event Fundraising  
San Rafael**

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

- **Artful Violins**  
*Ruth Eliel, executive director, Los Angeles Chamber Orchestra*
- **Holiday Look In**  
*Ruth Ann Bell, past chairman, Holiday Look In, Women's Committee of the Pasadena Symphony Association*
- **Fortissimo: Music Matters! Auction**  
*Kate Hanni, board member, Napa Valley Symphony*
- **Salon Series**  
*Juli Kramer, development director, California Symphony*

*Moderator: Jane Armel, president, Pasadena Symphony Women's Committee*

**Sponsored by Sylvia Shepherd**

2:30 - 4 pm

**4. If I Were a Rich Man:  
Conductors in Contract Negotiations  
Altadena**

If you're more comfortable conducting Beethoven than business, this session is a must. Learn the basic negotiating skills and how to work toward a mutually beneficial package with your employer.

*Laura Hong, manager, artists & conductors, ICM*  
*Jim Medvitz, president, ACSO; VP of strategic planning & special projects, Pacific Symphony Orchestra*

**Everything's Coming Up Roses**

5:00 pm

**Board buses on Los Robles at Westin entrance**

5:15 pm

**Buses leave for Tournament House**

5:30 - 7 pm

**Welcome Reception**

Join your hosts from The Pasadena Symphony for an insiders tour and musicale at the Pasadena Tournament of Roses' world-famous Tournament House. The Italian renaissance style mansion, once the winter home of chewing gum mogul William Wrigley, Jr., recently underwent a three-year renovation to preserve its rich heritage and restore its architectural splendor.



*Robert Edmund Thies, pianist*

\$ Advance registration required.

**Sponsored by the Pasadena Symphony**



8 am - 12 pm

### **Synchronized Sharing: Registration & Resource Room Open Fountain I**

9 - 10:30 am

### **1. Insurance: Managing to Live With It San Marino**

What do all of these costly health, workers' comp and various other policies do for us? How do we put the right plans in place for our particular organization? How do we control costs and still address all of our insurance concerns? We will explore these issues with our panel of experts.

*Sean Sutton, director of finance, Pacific Symphony Orchestra*  
*Amy Holsonback, assistant vice president, Driver Alliance Insurance Services, Inc.*

*Dick Schweickert, president, Schweickert & Company*

### **2. Best Foot Forward: Youth Orchestra Audition Practices San Rafael**

How can youth orchestras run efficient, professional auditions while maintaining the artistic integrity of the musician? What process does an audition panel use for determining acceptance? What repertoire do youth orchestras use in an audition? Discover a variety of techniques for running auditions and ways to improve your youth orchestra's audition process.

*Thomas Osborn, music director, Downey Symphony; founder and former music director, CSU Northridge Youth Orchestra*

*Asher Raboy, music director, Napa Valley Symphony*

*Jennifer Teisinger, youth orchestra manager, San Francisco Symphony*

*Cindy Weichel, former director of education, Santa Rosa Symphony Youth Orchestra*

### **3. Make it Easy on Yourself: Results Marketing Plaza I & II**

Too frequently orchestras spend thousands of dollars trying to build an audience and still end up with empty seats. Learn how to organize your subscription and single ticket sales campaigns for better results, write copy and design promotional pieces which sell tickets, use what precious few dollars you have in the most effective way, and track your efforts for future reference. You'll leave this entertaining session knowing much more about tried and true sales techniques that will build your audience.

*Joe Truskot, executive director, Monterey Symphony*

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9 - 10:30 am

### **4. How to Take a Conducting Audition Altadena**

Specific suggestions on the appropriate expectations for conducting auditions: music director, assistant conductor, pops conductor, conductor for youth concerts, university/college conductor, conducting program participant, and youth orchestra conductor.

*Jung-Ho Pak, music director, New Haven Symphony*

*Jorge Mester, music director, Pasadena Symphony*

*Moderator: Peter Jaffe, music director, Stockton Symphony*

**Sponsored by Asher Raboy**

10:45 am - 12

### **1. Tell it Like it Is: Raising the Consciousness of Elected Officials San Rafael**

Now, more than ever, advocacy for California orchestras and music programs is essential. Learn why your elected officials want to hear from you, how to communicate effectively and what state and federal issues affect your orchestras and audiences.

*Michael Alexander, executive director, Grand Performances*

*Senator Jack Scott (D-Pasadena), chairman, Joint Legislative Committee on the Arts*

*Heather Watts, director of government affairs, American Symphony Orchestra League*

*Moderator: Lisa Caretto, legislative liaison, ACSO*

### **2. From the Musician's Stand San Marino**

Gain a firsthand understanding of musicians' perspectives on board-management-musician relationships. Hear about the ongoing activities of some symphony orchestras and their musicians. Get tips on how to communicate effectively within your organization and include musicians in extra-curricular activities.

*Doug Basye, assistant principal bass, PSO; section bass, San Diego Symphony*

*Gary Ginstling, principal clarinet, New West Symphony; executive director, Berkeley Symphony*

*Andrew Malloy, trombonist, Santa Barbara Symphony; Pasadena Symphony; New West Symphony*

*Andrew Radford, music director, Ojai Youth Symphony*

**Sponsored by Gary Ginstling and Sun Microsystems**

**Sponsored by Stacey Street**



10:45 am - 12

**3. Who Could Ask for Anything More:  
Turning Crisis into Opportunity**  
Plaza I & II

The challenge for orchestras is to take a crisis or anticipated problem and redirect the thinking from negative to positive. To do this takes vision, a calm spirit, forceful leadership and the realization that out of every problem is the opportunity to empower and strengthen the organization.

*Camille Reed, executive director, Modesto Symphony*  
*Stacey Street, executive director, California Symphony*

**Sponsored by Corty Fengler**

**4. From the Conductor's Podium: Basses**  
Altadena

Many conductors are, perhaps, more familiar and comfortable working with violins, violas and cellos due to their proximity to the podium and tendency for melodic lines in the literature. Off to the side stand the basses, the giants who support the string section and your orchestra. Learn from a principal bass player how to better communicate with and tap into the full potential of your bass section.

*Edward Meares, principal bass, Pasadena Symphony*  
*Thomas Osborn, music director, Downey Symphony*

12 - 2 pm

**Applause! Applause!**  
**Luncheon with Roland Valliere**  
**"The Concert Companion"**  
University Club  
175 N. Oakland Avenue



Orchestra executive director, musician and instructor Roland Valliere relinquished his responsibilities as chief executive of the Kansas City Symphony in 2002 to develop the Concert Companion Initiative – a groundbreaking venture that uses PDAs in the concert hall as an enhancement of the concert experience.

\$ Advance registration required.

**Sponsored by Columbia Artists Management, Inc.**



2:30 - 3:30 pm

**Innovative Case Studies, or How to Survive  
in Financially Troubling Times**  
Plaza I & II

Can your financial challenges be solved by diversification, creative thinking or cost-cutting. Visit these round-table discussion and find out!

*Moderator: Karine Beesley, executive director, Pasadena Symphony*

- **In-house Print Design: Get Creative to Save on Costs!**  
*Laura Browne, marketing coordinator, New Century Chamber Orchestra*
- **Mama Told Me There'd Be Days Like This**  
*Debbie Chinn, managing director, California Shakespeare Festival*
- **The Grace L. Ferguson Airline & Storm Door Company—Diversification is always in Season...**  
*J.F. Coffin, IV, principal, Arts Finance Resources*
- **Turning Challenges into Opportunities**  
*Gregory Cox, development director, Long Beach Symphony*
- **Creative Thinking and Fresh Perspectives**  
*Nicole Van Dam, development director, Santa Barbara Symphony*

**Sponsored by Judith Jelinek**

**Kick up Your Heels! Pasadena Pops Concert**

5:30 pm

**Board buses on Los Robles at Westin entrance**

5:45 pm

**Buses leave for Descanso Gardens**

7:30 - 9 pm

**Picnic Dinner & Concert**

Presenting the kinetic, dynamic and award-winning Louise Reichlin & Dancers in choreography inspired by Tchaikovsky's *Sleeping Beauty*, Copland's *Rodeo*, Bernstein's *On the Town*, tangos by Astor Piazzola, and more.

*Rachael Worby, conducting*

\$ Advance registration required.



*Finale!*



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