

Nobody
Does it
Better ...
live!

37th Annual Conference

Hosted by the Los Angeles Philharmonic

July 28-30, 2005

Omni Hotel, Los Angeles

PRESENTED BY  Association of California Symphony Orchestras

Many thanks to these Conference Sponsors

(PARTIAL LIST)



TOYOTA

Toyota Motor Sales,
USA, Inc.



**ARTSMARKETING
Services Inc.**

ASCAP

Anonymous

Louis Bartolini

Robert A. Birman

Andrew Cady

Cerritos Center for
the Performing Arts

Debbie Chinn

J.F. Coffin, IV

Corty Fengler

Jane Hill

Cindi Hubbard

Harry Jacobs

Judith Jelinek

James T. Medvitz

Mike Morris

John Robinson

Sara Salsbury

Doris Segall

Dr. Sylvia Shepherd

Stacey Street

Joseph Truskot

*Special thanks to Jeanette Bovard,
editorial consultant*

Special Guests (in order of appearance)



Peter Pastreich left the San Francisco Symphony in 1999, after having served as its executive director for twenty-one years to work more extensively in two areas that have long interested him: training orchestra administrators and consulting to arts institutions, particularly in the area of strategic planning. Mr. Pastreich organized and serves as director of the American Symphony Orchestra League's "Essentials of Orchestra Management" seminar. His management consulting clients have included the Berlin Philharmonic, the South Bank Centre, the Detroit Symphony and the Santa Barbara Symphony.

Mr. Pastreich's 40 years as an orchestra manager included 12 years as executive director of the Saint Louis Symphony Orchestra. His experience in virtually every aspect of orchestra management and arts administration includes being the chief administrator responsible for the construction of two concert halls, Davies Symphony Hall in San Francisco and Powell Symphony Hall in Saint Louis. In San Francisco and Saint Louis, he helped to produce more than 80 recordings. Both orchestras expanded their seasons from fewer than thirty-five to fifty-two weeks during his tenure. He also managed more than 50 concert tours of the United States, Europe and Asia by four American orchestras and the Yale University Band.



Deborah Borda's two-decade career in music administration has been distinguished by her bold, creative leadership and innovative outlook for the orchestral institutions of the 21st century. A highly effective communicator, strategic planner, and consensus-builder, she is widely respected for melding artistic vision with fiscal responsibility, working with large musical organizations to shape their future.

As president and chief executive officer of the Los Angeles Philharmonic Association, Borda leads one of the largest musical organizations in the United States. She is responsible for managing all artistic, administrative, and technical operations of the Los Angeles Philharmonic and the Hollywood Bowl, as well as the presentation of 270 concerts annually at both acclaimed venues.

Before joining the Los Angeles Philharmonic, Deborah Borda was executive director of the New York Philharmonic for nine seasons, a period which was distinguished by fiscal health, numerous artistic initiatives which have since been adopted by other institutions, and a landmark six-year labor agreement with the orchestra. A trained violist, Borda is in demand internationally as a consultant, lecturer, and teacher in both music and management.



Frank Gehry was raised in Toronto, Canada, and moved with his family to Los Angeles in 1947. Mr. Gehry received his Bachelor of Architecture degree from the University of Southern California in 1954, and he studied City Planning at the Harvard University Graduate School of Design. In subsequent years, Mr. Gehry has built an architectural career that has spanned four decades and produced public and private buildings in America, Europe and Asia. In an article published in *The New York Times* in November, 1989, noted architecture critic Paul Goldberger wrote that Mr. Gehry's "buildings are powerful essays in primal geometric form and materials, and from an aesthetic standpoint they are among the most profound and brilliant works of architecture of our time."

Recognized with copious awards and honorary degrees, Mr. Gehry was elected to the College of Fellows of the American Institute of Architects (A.I.A.) in 1974, and his buildings have received over 100 national and regional A.I.A. awards.



Robert B. Morrison is the founder and chairman of the Music for All Foundation. Through his work with Music for All, Mr. Morrison uses venture philanthropy to make strategic investments in focused program areas in partnership with the leading national authorities and non-profit organizations. The goal of these investments is to achieve positive societal change for music and the arts in education and culture. Mr. Morrison believes creating societal change will lead to a new renaissance for the arts throughout the nation.

Prior to founding Music For All, Mr. Morrison served as the C.E.O. of the VH1 Save The Music Foundation, the national non-profit organization committed to restoring music education in America's public schools. Mr. Morrison's work has earned VH1 Save The Music an EMMY, a Peabody and eleven Beacon Awards. During Mr. Morrison's tenure Save The Music restored over 1,000 public school music programs in 80 communities through donations of \$25 million worth of musical instruments, bringing music instruction back for over 500,000 children.



Nobody Does it Better ...live!

Los Angeles is more than just Hollywood, the beach, and Disneyland! It's great art, culture, music, and architecture. So come experience it all at the 37th Annual ACSO Conference, July 28-30, 2005 at the Omni Hotel in downtown Los Angeles.

See Los Angeles' newest landmark, Walt Disney Concert Hall, in all its glory. Hear the world-class sounds of the Los Angeles Philharmonic at the orchestra's other famed home, the Hollywood Bowl. Meet your colleagues, brainstorm, network, and gear up for the coming season at this incredible event.

Attending the Annual ACSO Conference is one of the best things you can do for yourself, your career, and your orchestra. Featured guest speakers and participants include Los Angeles Philharmonic president Deborah Borda, world-renowned architect Frank Gehry, Bob Morrison, president and CEO of Save the Music Foundation, and former executive director of the San Francisco Symphony, Peter Pastreich.

There are opportunities for topic-specific small group discussions at the Peer Forums—share ideas, issues, and solutions that pertain to your areas of focus. Plan to attend sessions and discussions about marketing in new ways, learn the finer points of donor recognition that will translate into lasting relationships, programming beyond the classics, trolling for younger audiences, managing the cash flow, and the nuts and bolts of performing away from your home venue. In addition, tours of Walt Disney Concert Hall are offered, as well as a Q&A and demonstration of the great Walt Disney Concert Hall organ.

Not enough to do? Find out more about corporate gifts, fundraising ideas, programming for special events, endowment planning, investment policies, working with your orchestra librarian, creative education ideas for all ages, conductor training and advancement, and gain the musician's perspective on many of the same issues that we as administrators face and how to effectively communicate with them on these topics. Oh—and did I mention the concerts?

Every year, I meet first-time attendees and returning participants who simply can't get enough of the opportunities that the Conference provides. There's nothing quite like knowing that the issues and challenges—and successes—that orchestras in California face aren't yours alone. Musicians, Board members, volunteers, and administrative staff members from executive directors to assistants and interns can benefit from the ACSO Conference. So plan ahead—and plan to be in Los Angeles for a terrific Conference, July 28-30, 2005.

See you this summer,

Rachelle Roe
Chair, 2005 ACSO Conference

10 compelling reasons ... to Come to the Conference

1. Insight & Expertise

Leaders in the field share their experiences and inspiration

2. Marquee Speakers

Frank Gehry, Deborah Borda, Peter Pastreich, Robert Morrison

3. Relationships

Professional networking at its best

4. Peer-to-Peer Training

Information exchange about the topics that really matter

5. L.A.'s Cultural Icons

Walt Disney Concert Hall and Hollywood Bowl

6. Superb Performances

Los Angeles Philharmonic, Grand Performances and more

7. Wide-Ranging Workshops

New ideas and proven techniques to give your career a boost

8. Resource Room

The place to meet, mingle, share, shop and learn

9. Creative Relaxation

A change of pace, a change of scenery, great social events, energizing sessions

10. Totally Relevant

This is the one conference that's all about YOU

Conference **quick look**

Wednesday, July 27, 2005

- 3 - 4:30 pm ACSO Board Meeting
- 5 - 7 pm Registration & Vendor Set-Up · Resource Room Open

Thursday, July 28, 2005

- 8 - 4 pm Registration & Resource Room Open
- 9 - 9:45 am Conference Orientation
- 9:45 - 10:45 am Home to Over 200 Orchestras: What is California? Musical Jeopardy Game
- 11 am - 1 pm Peer Forums & The Ultimate Working Lunch
- 1 - 2 pm Free Hour for Networking and Personal Meetings
- 2 - 3:30 pm
 1. Not Just Another Cocktail Party—Recognition Resources
 2. Marketing: the Renewal Process
 3. South of the Border, Down Mexico Way
 4. Youth Orchestras Exchanges
- 4 - 5 pm Take a Bow: ACSO Annual Meeting
- 5:15 pm Board Buses for an Evening at the Hollywood Bowl
- 8 pm Concert

Friday, July 29, 2005

- 8 am - 4 pm Registration & Resource Room Open
- 8 - 8:45 am Conference Orientation Redux
- 8:30 am - 12 pm Power Seminar Governance: "The Buck Stops Here—and It Takes More Than Bucks"
 1. The Truth About Youth!
 2. Managing Your Cash—Not Just a Checkbook Balancing Act
 3. Big Bang Programming
- 10:45 am - 12 pm
 1. Corporate Gifts: More Than Just a Check
 2. Nobody Does it Better—Look Who Does it the Best!
 3. Education: The Power of Assessment and Strategic Planning
- 12 - 2 pm Power Luncheon! with guest speakers Deborah Borda and Frank Gehry
- 2:30 - 5:30 pm Organ Demonstration & Tours of the Walt Disney Concert Hall
- 7:30 pm Free World Music Concert at Grand Performances

Saturday, July 30, 2005

- 8 am - 12 pm Registration & Resource Room Open
- 9 - 10:30 am
 1. On the Road Again
 2. Be Not Afraid: Endowment Planning
 3. The Person Behind the Music Stand
- 10:45 am - 12 pm
 1. Circuit City
 2. Riding El Tortugo Verde: An Unauthorized Extrapolation of "From Good to Great" for Orchestras
 3. Programs! Programs! Can't tell yer Legislative Bills withou'cher Programs!
- 12 - 2 pm Applause! Applause! Luncheon with guest speaker Robert Morrison
- 2:30 - 4 pm
 1. PS vs. PR
 2. Taking Our Pulse: Annual Checkup
 3. The Top Strategies for an Effective Librarian
- 8 pm Young Artists International Concert at the Walt Disney Concert Hall

Schedule of **events** ...

Wednesday, July 27, 2005

3 - 4:30 pm

ACSO Board Meeting

5 - 7 pm

Registration & Vendor Set-Up

Resource Room Open

Thursday, July 28, 2005

8 am - 4 pm

Registration & Resource Room Open

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

Sandi Sigurdson, executive director, San Luis Obispo Symphony; chair, Musical Boutique

9 - 9:45 am

Get Ready...Get Set...Conference Orientation

ALL

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

*Corty Fengler, canon for development, Grace Cathedral
Harry Jacobs, past president, Merced Symphony*

9:45 - 10:45 am

Home to Over 200 Orchestras: What is California?

ALL

Just Announced: Los Angeles Contestant Searches! Do you have what it takes to win our version of "Musical Jeopardy?" Sharpen your skills and match wits with your colleagues. Every category is pertinent and every correct answer will give you important clues for success. You just might find the next best idea for your orchestra—and win the Daily Double, too!

HOST: *Asher Raboy, music director, Napa Valley Symphony*

11 am - 1 pm

Peer Forums & The Ultimate Working Lunch

ALL

There is no question that we're raising the bar on lunch meetings. Don't miss this 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 smaller groups if there are more than 10 at a table. Tables include:

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

PEER FORUM CHAIR: *Harry Jacobs, past president, Merced Symphony*

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

\$ ADVANCE REGISTRATION REQUIRED

KEY

ALL	All	F	Finance
AM	Artist Managers	M	Marketing/Public Relations
B	Board of Directors	MU	Musicians
C	Conductors	O	Operations
D	Development	V	Volunteers
E	Education	Y	Youth Orchestra
EX	Executive Directors	\$	Additional Cost

1 - 2 pm

Free Hour for Networking and Personal Meetings

2 - 3:30 pm

1. Not Just Another Cocktail Party—Recognition Resources

B D V

Make an impression. Show your gratitude with creativity and style. In other words, thank your donors and acknowledge your patrons with substantial, unique and enjoyable events that they'll eagerly anticipate and long remember. How do we let the people most important to an orchestra's vitality know that we recognize and appreciate their support?

Bobbie Cusato, board member, Long Beach Symphony
Corty Fengler, canon for development, Grace Cathedral

EX M

2. Marketing: the Renewal Process

This session will be an open discussion of different models of the renewal process—re-think your timelines; re-think your brochures!

Greg Parry, marketing director, San Diego Symphony

AM C EX M
O

3. South of the Border, Down Mexico Way

Nearly one out of three Californians is Latin American; most hail from our neighbor to the immediate South—Mexico. Many West Coast Orchestras have made significant efforts to attract this elusive demographic to their concert halls, with varying degrees of success. We will look at some of the most successful engagement programs, and offer hints as to how these success stories might be repeated in other communities.

John Robinson, executive director, Santa Barbara Symphony

V Y

4. Youth Orchestras Exchanges

Planning a youth orchestra exchange? Interested in creating a statewide California Youth Orchestra Festival? Bring your ideas and experiences as we explore (and brainstorm) ways of creating meaningful interactions.

Robert Frelly, director of music education, Chapman University

4 - 5 pm

Take a Bow: ACSO Annual Meeting

ALL

It has become an annual tradition for ACSO to recognize the year's "Most Valuable Players" from among the hundreds of deserving volunteers, staff, and musicians throughout the state. Join us as we celebrate outstanding achievements, take a look at where we stand today, and prepare for the year ahead. All member orchestras will be asked to vote on the slate of officers for ACSO's 2005-06 Board.

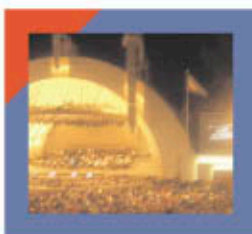
WELCOME: *Rob Birman, president, ACSO; executive director, Philharmonia Baroque Orchestra*

MVP AWARDS PRESENTER: *Karine Beesley, consultant*

5:15 pm

An Evening at the Hollywood Bowl

ALL



Welcome Reception · Hosted by the Los Angeles Philharmonic

Picnic · Hear highlights about the newly designed Hollywood Bowl shell

8 pm Concert · Los Angeles Philharmonic; Giancarlo Guerrero, conductor; Johannes Moser, cello

Tchaikovsky *Romeo and Juliet*
Tchaikovsky *Variations on a Rococo Theme*
Copland *Symphony No. 3*

§ ADVANCE REGISTRATION REQUIRED

Friday, July 29, 2005

8 am - 4 pm

Registration & Resource Room Open

8 - 8:45 am

Conference Orientation Redux

8:30 am - 12 pm

Power Seminar Governance

B EX V Y

"The Buck Stops Here—and It Takes More Than Bucks"

The Board of Directors and its leadership are ultimately responsible for the orchestra; consequently, an orchestra's success or failure is always evidence of its Board's effectiveness. This workshop will discuss and analyze the functions of orchestra boards, and teach techniques for the diagnosis and treatment of troubled organizations. Participants will examine real situations in their own orchestras, seeking solutions to problems of policy and practice, governance and management.

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

Peter Pastreich, consultant

§ ADVANCE REGISTRATION REQUIRED

9 - 10:30 am

1. The Truth About Youth!

B EX M V

Worried that your audiences are aging faster than the milk in your 'fridge? Frustrated that the next generation of Board members is nowhere to be found? Learn how the California Shakespeare Theater has pioneered innovative programs targeted towards the 20-30 year old demographic, how they have increased their young audience base in two short years and how these successes enabled Cal Shakes to win a competitive \$65,000 grant to continue building this ultimate "recycling" program. Be prepared for some provocative ideas and discussions.

Debbie Chinn, managing director, California Shakespeare Theater

9 - 10:30 am

2. Managing Your Cash—Not Just a Checkbook Balancing Act

B EX F Y

It's a fact of life. Subscription campaigns create erratic cash flows, with the bulk of your income generated in the spring, and lots of expenses mounting when the concert season starts in the fall. This session will help you design an easy-to-use cash flow forecast, explain the differences between cash accounting and accrual accounting, and clue you in on to how to identify red flags—before your checking account goes bust!

Karine Beesley, consultant

Kaye Sergeant, business manager, Pasadena Symphony

9 - 10:30 am

3. Big Bang Programming

AM C EX O

There are times when only spectacular, explosive programming fits the bill. Concerts to celebrate landmark events in the community, inaugural seasons, the opening of a new performing venue, etc. bring a whole new set of considerations to the table. Join us for a thoughtful and practical survey of when, where and how to put the emphasis on "special."

Ed Yim, director of artistic planning, Los Angeles Philharmonic

10:45 am - 12 pm

1. Corporate Gifts: More Than Just a Check

D EX

Coffee and cookies? A wine tasting? A special CD? Find out how corporate sponsors want to connect with your audiences in ways other than writing a check. This session will show you how to build a relationship between the corporate donors you are courting and your audiences.

Dan Rothblatt, deputy director for development, Los Angeles Philharmonic

B D M V

2. Nobody Does it Better—Look Who Does it the Best!

Y

Your Great Event—is it creative, fun, unique *and* lucrative? If so, we want to hear about it. If you could use an inspiration or two, listen up! We'll shine the spotlight on innovative and successful fundraising projects and talk about the whys and wherefores of getting the most out of your special occasions. Great ideas for you to take home and implement.

MODERATOR: Stacey Street, executive director, California Symphony

E EX Y

3. Education: The Power of Assessment and Strategic Planning

Learn about the approach developed by the Los Angeles Philharmonic to launch its assessment and strategic planning efforts. Participants will have the chance to test this approach, applying it to their own work environments. Resources will be distributed to all participants. Everything your orchestra needs to do it right!

Jennifer Balboni, director of educational initiatives, Los Angeles Philharmonic

ALL 12 - 2 pm

Power Luncheon! ...

"Our Living Room for the City"

"I look at it and think it's a miracle it got built," Frank Gehry told a reporter (from the *San Diego Union-Tribune*) prior to the opening concert at Walt Disney Concert Hall on October 23, 2003. "He will influence the way we listen to music in Los Angeles," said Deborah Borda in her introduction of Gehry to the assembled press and VIPs that day. From the genesis of its design in 1987 to the inaugural concert in 2003, WDCH was 16 years in the making. Here's your chance to eavesdrop on a conversation between the two as they discuss their experiences during the building and opening of the Los Angeles Philharmonic's extraordinary new home.

Deborah Borda, president, Los Angeles Philharmonic

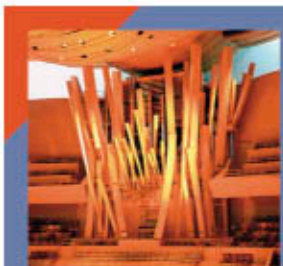
Frank Gehry, architect

\$ ADVANCE REGISTRATION REQUIRED

2:30 - 4 pm

Walt Disney Concert Hall Organ Demonstration

ALL



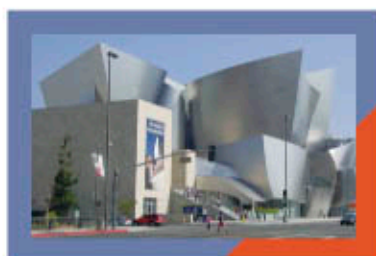
Gather in the auditorium of Walt Disney Concert Hall to hear organ builder Manuel Rosales and Philip Smith, the Los Angeles Philharmonic's organ conservator, give a demonstration of this stunning instrument and lead a Q&A about its construction and installation.

4 - 5:30 pm

Tours of the Walt Disney Concert Hall

ALL

Groups of 10-12 will enjoy 30 minute tours including the lobby, backstage spaces of the Hall, and the public garden.



Please sign up for tour on the Registration Form.

7:30 pm

Grand Performances

ALL



Maria de Barros



Get a group together for a dinner nearby and then enjoy the free World Music concert at Grand Performances at California Plaza (next to the Omni Hotel).

Cape Verdean chanteuse Maria de Barros lends her sensuous vocals to the songs of Zairean-born, Angola-raised and Portugal-based singer/ songwriter Waldemar Bastos. The evening air will be filled with gently urgent rhythms, timelessly beautiful melodies and Bastos' poetic lyrics. His is a message that could only be forged by war, one emphasizing the value of all life, the beauty and abundance of this world and the profound need for hope.



Waldemar Bastos

8 am - 12 pm

Registration & Resource Room Open

9 - 10:30 am

1. On the Road Again

EX O

What's your plan if an organization wants to present your orchestra? What do you charge, how does it work? Who does the contract? What about run-outs—how do they differ from other performances away from your home base. Identify all the essentials to taking the show on the road.

Drew Cady, operations director, San Diego Symphony
Walter Collins, executive director, Redlands Symphony

B D EX Y

2. Be Not Afraid: Endowment Planning

How do you get planned gift prospects to "Raise Their Hands?" How were your planned gift donors first identified? (and for some of us, how do I identify my first planned gift donor?) This lively session will discuss the gift planning environment and technologies of 2005 and examine planned gift marketing for the new millennium. Do donor seminars still work? Direct mail? Media advertising? What results are planned giving programs seeing from website and other e-marketing?

Emily Laskin, director of development, Los Angeles Philharmonic
Sandi Sigurdson, executive director, San Luis Obispo Symphony

C EX MU O

3. The Person Behind the Music Stand

Did you ever wonder who was your principal oboe's favorite composer? Or what the second trombonist thought of that piece on last night's program? A panel of orchestral musicians from around southern California will address a variety of artistic issues, giving the musicians' perspective on playing new music, chamber music, etc. They'll recall some of their favorite performances and composers, and discuss how their artistic opinions are communicated to the variety of groups in which they play.

MODERATOR: *Gary Ginstling, executive director, Berkeley Symphony*

10:45 am - 12 pm

1. Circuit City

B C EX MU

Conductor training and career advancement—a primer on entering the maze, navigating the network, getting the gig, learning to love multi-tasking and keeping your sanity while losing your fear of failure.

Joana Carneiro, conducting fellow, Los Angeles Philharmonic
Alexander Mickelthwate, assistant conductor, Los Angeles Philharmonic

MODERATOR: *Michael Morgan, music director Oakland East Bay and Sacramento Philharmonic Orchestras*

B C EX Y

2. Riding El Tortugo Verde: An Wholly Unauthorized Extrapolation of "From Good to Great" for Orchestras

Join veteran orchestra executive, presenter and consultant, Tom Bacchetti, in a light-hearted, light-handed and illustrated look at building a great orchestra organization. From deciding where you want to go—to how to get there—to how you know when you get there (*and, Jeez, what do you do then?*), Bacchetti helps you look at the critical importance of people, leadership, collaboration, communication and celebration.

Tom Bacchetti, senior associate, Ralph Andersen & Associates

B EX V Y

3. Programs! Programs! Can't tell yer Legislative Bills without her Programs!

SB 899 on first, one out. SB 1262 steps up to the plate. And here's the pitch ... split finger inside and in! It's a fast grounder! AB 655 scoops it up, tosses to SB 691, fires to SB 382 ... double play!

It's been a big year for the California legislature and some serious issues have been addressed. When the game is over, are you aware of the changes and the potential impact compliance will have on your organization? We'll review the recent changes and discuss the development of your operational, financial and investment policies.

Trust me. You'll sleep more comfortably at night.

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

ALL 12 - 2 pm

Applause! Applause! Luncheon ... "Avoiding the Sounds of Silence"

Enjoy this humorous presentation on music, education and the music community's role in building a better future for our society. Mr. Morrison will share the latest information from around the country to outline action steps attendees can use to strengthen and advance music in our communities, and how the power to create change will come from ... YOU!

Robert Morrison, chairman & CEO, Music for All Foundation

\$ ADVANCE REGISTRATION REQUIRED

2:30 - 4 pm

1. PS vs. PR

B D V Y

Discover the who, what, where, when and why of "Patron Services." Why are they important? How do they differ from, relate to and support your orchestra's PR? When, where and how often should they be provided? How can you create the best PS plan for your organization? You've got the questions—we've got the answers to help you reap lasting results. PS, I love you!

Lisa Bury, director of corporate, foundation and government support, Lyric Opera of Chicago

ALL

2. Taking Our Pulse: Annual Checkup

How are California orchestras doing? Our fourth consecutive annual report presents facts and figures from the 2003/04 season, gathered from member organizations across the state. This information is crucial to your orchestra's continued health and wealth.

Participants in this year's survey will receive a complimentary report of comparative data at this session; non-participants may purchase a copy if desired.

Patty Gessner, marketing consultant

C MU

3. The Top Strategies for an Effective Librarian

Yes, even seemingly straightforward, sensible and solemn librarians have professional secrets and sure-fire strategies for success. Learn the basic tenets of good orchestra "librarianship" and then we're off to the Los Angeles Philharmonic's "inner sanctum" (a.k.a. music library) for a short tour (4:15 - 5 pm).

Kazue McGregor, music librarian, Los Angeles Philharmonic

8 pm

Evening Concert

ALL

Young Artists International Concert presents *I Palpiti* Orchestral Ensemble at the Walt Disney Concert Hall.



other events to enjoy on your own ...

Saturday, July 30, 2005

- 7:30 pm California Philharmonic, Los Angeles County Arboretum, Arcadia; Movie Classics; Victor Vener, conductor. For tickets: www.calphil.org
- 7:30 pm Grand Performances at California Plaza; Electronica concert.

Sunday, July 31, 2005

- 2 pm California Philharmonic, WDCH. For tickets: www.calphil.org

Musical drawing ...

■ Boston's Fall Foliage, Music & More October 6-9, 2005

Enjoy Boston's beautiful Back Bay neighborhood in a luxurious Beacon Street condo, just steps from the Charles River, Boston Common, Newbury Street shops and the Freedom Trail. Trip includes 2 roundtrip airline tickets plus 2 tickets to the Andras Schiff performance on October 7. Then there are 2 tickets to the Boston Symphony's October 8 performance with James Levine conducting an all-American program featuring soloists Dawn Upshaw and Jean-Yves Thibaudet.

■ Westin Mission Hills Resort Get-Away

A two-night stay with a round of golf at Westin Mission Hills Resort, Rancho Mirage.

■ \$500 South Coast Plaza Shopping Spree (Orange County)

■ Pacific Symphony Sojourn

Spend a weekend shopping and dining in elegant South Coast Plaza. Two tickets to a Pacific Symphony Orchestra performance will cap your stay with great music.

■ Los Angeles Opera

Pair of tickets to a performance of the Los Angeles Opera 2005-06 season.

■ Pasadena Symphony Package

■ California Desert Get-Away

Famous Straw Bale House • Two night stay at the "Lou Harrison House Retreat" in the desert.

■ Monterey Peninsula Package

■ California Symphony

Two tickets to California Symphony with overnight stay at Walnut Creek Marriott and one meal.

■ Santa Barbara Symphony

Two tickets to Santa Barbara Symphony and overnight stay at Upham Hotel.

■ San Francisco Bay Sailing & Lunch

With the Merced Symphony board president.

■ San Diego Symphony

Two tickets to San Diego Symphony with dinner and overnight accommodations.

■ Ojai Music Festival

Two lawn tickets for the 2006 Ojai Music Festival featuring Robert Spano, Atlanta Symphony Orchestra, Atlanta Symphony Chamber Singers, and Dawn Upshaw.

■ Mozart's Birthday Package

For two to the Sacramento Philharmonic's Saturday, February 18, 2006 concert. With yummy kuglen chocolates in a Mozart Violin Box, presented on a Mozart Manuscript pattern porcelain serving tray with matching cup.

■ Cambria Get-Away

Two-night stay at Pelican Suites, located on beautiful Moonstone Beach in the enchanted village of Cambria, just minutes from world famous Hearst Castle. Each room comes with a fireplace and an ocean view.

■ Berkeley Symphony

Two tickets to Berkeley Symphony and dinner.

■ California Shakespeare Theatre

Two tickets to California Shakespeare Theatre 2006 season.

■ SD&A Consultation

Free one-hour telemarketing or telefundraising consultation, including campaign projections and recommendations of specific strategies to reach campaign goals.

■ Philharmonia Baroque Orchestra Gift Basket

Deluxe gift basket includes tickets, wine, CDs, sweatshirt & more!

■ Consultation with Reynolds & Buckley

Consultation with Bay Area fundraising auction specialists.

■ Gil Garcetti Book

A signed copy of *Iron: Erecting the Walt Disney Concert Hall* by Gil Garcetti.

■ Lyric Opera of Chicago

Two main floor first section tickets to a performance of Lyric Opera of Chicago's 2005-06 season. Your choice of *Carmen*, *La Cenerentola*, *Manon Lescaut*, *The Midsummer Marriage*, *The Magic Flute*, *Rigoletto*, *Der Rosenkavalier*, or *Orfeo ed Euridice*.

■ Rudolf Nureyev & Dame Margot Fonteyn Photos

Two prizes by photographer Wayne Shilkret: Black and white photos of Rudolf Nureyev and Dame Margot Fonteyn in the Royal Ballet's production of *Giselle*.

Raffle tickets are priced at \$35 for 2, \$50 for 3, \$75 for 6 and \$100 for 10.

Winner need not be present to win.

Purchases made through the mail will be acknowledged and entries placed in the bowl for drawing which will take place the final day of Conference.

Last day to purchase tickets by mail is Friday, July 30, 2005.

Disclaimer: Out of respect to our donors, prizes are not transferable. All concerts and hotel rooms subject to availability and must be used within one year.

Discounted Hotel accommodations

OMNI LOS ANGELES HOTEL

251 South Olive Street • Los Angeles, CA 90012

Phone: (213) 617-3300 • Fax: (213) 617-3399

www.omnihotels.com

Single or Double Occupancy \$129

Triple Occupancy \$149

(Plus 14% occupancy tax)

Please call 800-THEOMNI (843-6664) to make your reservations no later than Tuesday, June 30 to guarantee the Conference rate. Be sure to identify yourself with the Association of California Symphony Orchestras.

Directions: The hotel is located at California Plaza in downtown Los Angeles. Use the Harbor Freeway (110); take the Fourth Street exit; follow Fourth to Olive Street; turn left on Olive Street. The hotel suggests using Super Shuttle for airport transportation. For reservations, call (213) 775-6600.

Parking: Overnight parking rate is \$18. Parking is valet only and fees include in and out privileges. The day rate is \$13 on weekdays; \$10 on weekends.

Check-in: Check-in time is 3:00 p.m. Check-out time is 12 Noon. You may cancel your room reservation before 12 Noon on the day of arrival. If it is later than that, your first night's room and tax will be charged to your credit card. The guest fax number is (213) 617-3399; there is no charge for incoming faxes. The charges for outgoing faxes are: \$4.00 1st page - \$2.00 for each additional page.

Dietary Restrictions: If you have dietary restrictions, you may make meal changes by e-mailing Denise Yamamoto at dyamamoto@omnihotels.com; identify this Conference to make your meal changes.

Registration **form**

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE _____ FAX _____
E-MAIL _____
ORCHESTRA AFFILIATION _____
POSITION _____
NAME/TITLE FOR ID BADGE _____
I PLAN TO ARRIVE ON _____ AND DEPART ON _____

Single Day Registration: Thursday Friday Saturday

CANCELLATION POLICY

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

SPOUSES AND GUESTS

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

CONFIRMATION

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

WHO REGISTERS AT THE ACSO MEMBER RATE?

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

SIGNIFICANT SAVINGS!

GROUP REGISTRATION DISCOUNTS

Available for groups of four or more, or eight or more, from the same member organization attending all three days. Each group member should complete a registration form. All registrations with payment must be received at the same time and arrive by June 30.

RESOURCE ROOM

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

MUSICIAN REPRESENTATIVE

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

- I am the delegate chosen by my organization to register at the ACSO member rate
 I am registering as part of a Group
 I am the Musician chosen by my organization to attend free-of-charge

ENTER THE MUSICAL DRAWING FUNDRAISER

Great prizes • need not be present to win

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

YES, WE DO TAKE PHONE/FAX/ ORDERS:

PHONE: (916) 484-6744

FAX: (916) 484-0503

OR MAIL THIS FORM WITH YOUR PAYMENT TO:

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

REGISTRATION FEES

EARLY REGISTRATION (Received by July 1)

- | | |
|--|--------------------|
| <input type="checkbox"/> ACSO Member (3-day rate) | \$170 |
| <input type="checkbox"/> Non-member (3-day rate) | \$250 |
| <input type="checkbox"/> Single Day (member or non-member) | \$ 90 |
| <input type="checkbox"/> Group Registration (4 or more) | \$130 per delegate |
| <input type="checkbox"/> Group Registration (8 or more) | \$105 per delegate |
| <input type="checkbox"/> Resource Room | \$300 |

REGULAR REGISTRATION (Received after July 1)

- | | |
|--|-------|
| <input type="checkbox"/> ACSO Member (3-day rate) | \$195 |
| <input type="checkbox"/> Non-member (3-day rate) | \$250 |
| <input type="checkbox"/> Single Day (member or non-member) | \$110 |
| <input type="checkbox"/> Resource Room | \$300 |

- I will attend the Peer Forums on Thursday: Table _____ (see page 5)
 I will attend the Power Seminar for Trustees on Friday
 I will tour the Walt Disney Concert Hall on Friday
 I will tour the Los Angeles Philharmonic's Library on Saturday
 This is my first ACSO Conference

INDIVIDUAL DUES

- | | |
|---|-------|
| <input type="checkbox"/> Current Year (10/1/04 through 9/30/05) | \$ 60 |
| <input type="checkbox"/> Next Year (10/1/05 through 9/30/06) | \$ 60 |

PAYMENT

Full payment is required before your registration can be processed. Fax reservations are welcomed for credit card orders. Your canceled check/bank statement is your receipt. We must give the Hotel an accurate meal count prior to the event. **To avoid disappointment, please make every effort to purchase your meal and concert tickets by June 30.**

Payment Method: MasterCard Visa Check

ACCT. NO. _____ EXP. _____

CARDHOLDER _____

SIGNATURE _____

TICKETS (Please order and pay for by June 30)

All tickets are on a first-come, first-served basis. 100 tickets are available for the Hollywood Bowl. Buses will be provided for the trip to and from the Bowl. 50 tickets are available for the Young Artists International Concert.

THURSDAY, JULY 28, 2005

- | | |
|---|--|
| Peer Forum Box Lunch | # of Tickets __ @ \$ 30 = \$ _____ |
| <input type="checkbox"/> Tuna <input type="checkbox"/> Turkey <input type="checkbox"/> Vegetarian | |
| Hollywood Bowl Picnic & Concert | # of Tickets __ @ \$ 65 = \$ _____ |
| I will ride the bus provided | <input type="checkbox"/> Yes <input type="checkbox"/> No |

FRIDAY, JULY 29, 2005

- | | |
|----------------------------|------------------------------------|
| Luncheon with speakers | # of Tickets __ @ \$ 35 = \$ _____ |
| Power Seminar for Trustees | # of Tickets __ @ \$100 = \$ _____ |
| Grand Performances | # of Tickets __ @ FREE = FREE |

SATURDAY, JULY 30, 2005

- | | |
|-------------------------------------|------------------------------------|
| Luncheon with speaker | # of Tickets __ @ \$ 35 = \$ _____ |
| Young Artists International Concert | # of Tickets __ @ \$ 30 = \$ _____ |

TOTAL MEAL/EVENT TICKETS \$ _____

TOTAL REGISTRATION/DUES \$ _____

TOTAL MUSICAL DRAWING TICKETS \$ _____

TOTAL AMOUNT ENCLOSED \$ _____



37th Annual Conference

July 28-30, 2005

“ Honestly, I just wish I could have cloned myself so I could attend every seminar. —A 2004 DELEGATE ”

register!

Association of
ACSO
California Symphony
Orchestras

2755 Cottage Way, Suite 3
Sacramento, CA 95825

ADDRESS SERVICE REQUESTED

PRINCIPAL SPONSOR

TOYOTA

Toyota Motor Sales,
USA, Inc.

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
PERMIT NO. 153
SACRAMENTO, CA