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AUGUST 7-9, 2008

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Welcome



As executive director of the California Symphony, as well as this year's 40th Annual Conference chairman, it is my honor to welcome you to Walnut Creek! On behalf of the Board of Directors and music director, Barry Jekowsky, we are delighted to host the wonderful ACSO Conference for the first time in beautiful Walnut Creek, a vibrant and growing community that California Symphony has been proud to be a part of for 22

years. We have planned many stimulating workshops and meetings covering a variety of issues of concern to us all, as well as many entertaining special events and luncheons. As part of your Conference experience, we are also pleased to share with you a California Symphony musicale at the Leshner Center for the Arts as well as a taste of some of the other performing arts that add to the quality of life in Contra Costa County.

The ACSO staff, the Conference committee and I have worked hard to make sure that this year's Conference is informative, enjoyable and innovative. Once again there will be two Power Seminars, providing critical tools necessary to govern effectively and efficiently, as well as the popular "Meet the Experts," an opportunity to meet one-on-one with our industry's arts leaders to discuss issues and brainstorm solutions.

Thank you so much for joining us at Conference to further your professional growth and the growth of your organization. California orchestras' strength comes from the diversity of experiences, ideas and dreams among us, and I look forward to meeting and sharing these with all of you. Have a wonderful stay in Walnut Creek and enjoy the Conference!

A handwritten signature in black ink that reads "Stacey". The signature is fluid and cursive, with a large loop at the end.

Stacey Street, executive director, California Symphony

Inspiration fuels us all. So we fuel inspiration.

When you unlock imagination, new ideas can flourish. So we gladly give our support to community arts programs, where imagination takes flight around the world. We depend on the innovation and human energy of all our employees, and applaud those who inspire us to think differently. To learn more, visit chevron.com.



Greetings



Welcome, intrepid miners, to the 40th Annual ACSO Conference.

A sparkling cache of treasure invites your assay as we celebrate our *Ruby Jubilee* this year.

How wise were those adventuring in California's musical landscape in 1969.... forging partnerships, sharing resources and creating the Association of California

Symphony Orchestras; an institution serving 120 orchestras from Eureka to San Diego; from the Central Valley Youth Symphony to the Los Angeles Philharmonic.


In our time together, your faithful and hardworking ACSO Board of Directors, led by Conference Chair Stacey Street, will expose a rich vein of new ideas, a slurry of common challenges and a rock solid foundation of guiding principles for musicians, staff and trustees. Stalwart and true, executive director Kris Sinclair and her staff will shine a light on any confusion.

This is your time to explore, dear colleagues. May you strike gold!

A su servicio,

A handwritten signature in black ink that reads "Sandi Sigurdson".

Sandi Sigurdson, executive director, San Luis Obispo Symphony



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Conference Quick Look

WEDNESDAY, AUGUST 6, 2008

- 3 – 4:30 PM ACSO Board Meeting EMBASSY SUITES
- 5 – 6 PM Resource Room Available for Vendor Set-Up EMBASSY SUITES
- 6 PM ACSO Board and Major Donor Gathering (by invitation only)

THURSDAY, AUGUST 7, 2008

- 8 AM – 4 PM Registration and Resource Room Open EMBASSY SUITES
- 10 – 10:45 AM Conference Orientation: Digging for Gold! CLUBSPORT
- 11 AM – 1 PM Musical Chairs: Peer Forums (lunch available) CLUBSPORT
- 1:30 – 2:30 PM Musical Jeopardy EMBASSY SUITES
- 2:30 – 3:30 PM Plenary Session: Conversations with the New Music Makers EMBASSY SUITES
- 3:45 – 5 PM ACSO Annual Meeting EMBASSY SUITES
- 5:45 PM Buses leave Embassy Suites for California Shakespeare Theater
- 6 PM Dinner al fresco
- 8 PM *Uncle Vanya* by Anton Chekhov

FRIDAY, AUGUST 8, 2008

- 8 AM – 4 PM Registration and Resource Room Open EMBASSY SUITES
- 8 – 11:45 AM Power Seminar: Leadership Skills vs. Management Skills EMBASSY SUITES
- 8:30 – 10 AM
 1. Prospecting for Volunteers in a New Age CLUBSPORT
 2. Inter-ensemble Dynamics of Youth Orchestras CLUBSPORT
- 10:15 – 11:45 AM
 1. Assaying the Value of Educational Programs: How to Get an A+ CLUBSPORT
 2. Banking on the Future: Why Endowments? CLUBSPORT
 3. Keeping Our Focus: It's All About the Music CLUBSPORT
- 12 – 2 PM Luncheon with guest speaker composer Nathaniel Stookey EMBASSY SUITES
- 2:15 – 3:30 PM
 1. Staking a Claim in Cyberspace: Beyond the Web Site CLUBSPORT
 2. Shifting Sands: A New Youth Initiative CLUBSPORT
 3. Just Ask! Take the Fear Out of Fundraising CLUBSPORT
- 3:45 – 5 PM
 1. Dynamite Annual Fund Growth CLUBSPORT
 2. What's Hot, What's Not? CLUBSPORT
 3. Charting New Territories: The Changing Media Landscape CLUBSPORT
- 5:30 – 6:30 PM Power Seminar Delegates' Reception, Broadway Plaza (by invitation only)
- 6:15 PM Buses leave Embassy Suites for Leshner Center for the Arts
- 6:30 – 7:30 PM Welcome Reception for all Conference Delegates
- 7:30 – 8:30 PM California Symphony Musicales

SATURDAY, AUGUST 9, 2008

- 8 AM – 12 PM Registration and Resource Room Open EMBASSY SUITES
- 8 – 11:45 AM Power Seminar: How Strong Boards Govern EMBASSY SUITES
- 8:30 – 10 AM
 1. Are All Your Gems in Order? Audits and Internal Controls CLUBSPORT
 2. Cultivating Seedlings: Youth Orchestra Confab CLUBSPORT
- 8:30 – 11:45 AM
 1. Time for a Legal Tune-Up CLUBSPORT
 2. Expanding Your Base: Is Your Orchestra Meeting Community Expectations? CLUBSPORT
 3. Tipping the Scales in Your Favor: Increase Ticket Sales in an Economic Downturn CLUBSPORT
- 12 – 2 PM Luncheon with guest speaker philanthropist Marie Gallo EMBASSY SUITES
- 2:30 – 4 PM Drawing for the 24-bottle Connoisseur's Collection of Fine Wines
- 5 – 7 PM Surveying Our Musical Landscape: Innovative Case Studies CLUBSPORT
- 6 PM At the Movies CLUBSPORT
- 6 PM Dinner at Massimo Ristorante
- 8 PM Festival Opera, *A Midsummer Night's Dream* by Benjamin Britten



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Stacey Street, *executive director, California Symphony*

MEMBERS OF THE 2008 CONFERENCE COMMITTEE

Kate Akos

Joyce Fienberg

Harry Jacobs

Michelle Lange

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David Ramadanoff

Maya Rath

Kelly Ruggirello

Cynthia Shilkret, *chair, Wine Bin Drawing*

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Conference Notes

Registration, Tickets and Resource Room

EMBASSY SUITES: ALAMEDA BALLROOM

RESOURCE ROOM HOURS

Wednesday, August 6	5:00 PM - 6:00 PM (Vendor Set-up)
Thursday, August 7	8:00 AM - 4:00 PM
Friday, August 8	8:00 AM - 4:00 PM
Saturday, August 9	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.

RESOURCE ROOM

- Ask the Experts Sign-up
- Orchestra Brochures
- Artists Manager Brochures and Rosters
- Vendor Information
- The Tuneful Boutique
- Registration Desk
- Advocacy Information Desk
- Find Out if You're a Musical Drawing Winner

ASK THE EXPERTS

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 (Embassy Suites: Alameda Ballroom). The experts will talk to more than one person/organization at a time. Unless otherwise arranged, meetings will take place in the Boardroom (ClubSport).

TUNEFUL BOUTIQUE

Don't forget to shop at the Tuneful Boutique. All proceeds benefit ACSO. Thank you to the many organizations who have donated items to the Tuneful Boutique. We are delighted to showcase your organization's wares.

Coffee Service Sponsored by **Young Concert Artists** 
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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.

Connoisseur's Collection



BECOME THE TOAST OF YOUR SOCIAL CIRCLE!

Here is the chance of a lifetime to jumpstart your wine cellar or take your existing collection to new levels. ACSO board members have selected an exquisite array of fine wines from their private collections for this exclusive opportunity drawing. Many of these wines are hard to find, eclectic, and are a must-have for the oenophile or the budding sommelier in your family. Chances for this Connoisseur's Collection are \$100 each. Only 52 tickets will be sold. Great odds! Great wines! One Golden Opportunity! Be sure to visit the wine bin display in the Resource Room at the Conference to view the selections.

** Must be present to win. The drawing will be held during lunch Saturday, August 9. The winner has the option of taking the wines home or having them shipped (in-state only).*

Musical Drawing

Take a chance on this year's Musical Drawing, featuring exotic concert and hotel packages, sumptuous gift baskets and extravagant shopping sprees. All concerts are compliments of ACSO member orchestras. 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 Shopping Spree at the South Coast Plaza in Orange County.
- \$250 Shopping Spree at the Broadway Plaza in Walnut Creek.
- Two weekend packages with two tickets each to the California Symphony in idyllic Walnut Creek, dinner for two at Prima Ristorante, overnight accommodations at the Embassy Suites Hotel and the Renaissance ClubSport Hotel.
- Getaway package in San Luis Obispo, just minutes from the sand and sea.
- Enjoy two tickets to any Berkeley Symphony or Berkeley Akademie performance. The 2008-09 season marks Kent Nagano's 30th and final season with the orchestra, and the conclusion of the search for his successor. An invitation to a post-concert reception included with select performances.



- Enjoy a New West Symphony concert for two at the Countrywide Theatre Performing Arts Center and dinner at Mandevilla Restaurant.
- Enjoy a unique Philharmonia Baroque Orchestra night on the town during the 2008-2009 concert season and dinner for two at the luxurious Harris' Restaurant. After dinner, join PBO and Music Director Nicholas McGegan for an outstanding concert at the Herbst Theater. When you're not at the concert listen to the unique and original PBO sound on CD—including Beethoven's *Symphony No. 9*, and the music of Handel featuring the remarkable mezzo-soprano Lorraine Hunt Lieberson. And—you'll be ready for San Francisco's signature fog and sun wearing your new, sporty PBO sweatshirt and baseball cap.
- A concert by the Pacific Symphony in the new Renee and Henry Segerstrom Concert Hall, overnight stay at the Westin South Coast Plaza Hotel and dinner.
- Get away to pristine Marin County. A two-night stay for two at the Four Points by Sheraton San Rafael allows you to explore Marin's finest antique shops, galleries, beaches and hiking trails at your leisure. Package includes dinner for two at Sausalito's renowned Spinnaker Restaurant, poised on a pier to allow for uncompromised, breathtaking views of San Francisco Bay. Time your trip to enjoy two Section I seats for the 2008-09 subscription season performance of your choice by the Marin Symphony and hear why the Marin Symphony is known as one of the hottest regional orchestras around.
- Two tickets to the 63rd Ojai Music Festival featuring one of the hottest contemporary music ensembles of today, eighth blackbird. You'll enjoy VIP treatment with drinks prior to the concert, great seats, and the post-concert party afterward. What better place to enjoy the riveting performance of eighth blackbird than under the stars and oaks in the beautiful Ojai Valley.

CONTINUED ON PAGE 13

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Musical Drawing CONTINUED

- Enjoy concert tickets for two to the San Francisco Symphony with a two-night stay at the Marriott Courtyard Fisherman's Wharf.
- Tighten up your Board skills with a "Board Effectiveness Evaluation" consultation for your orchestra donated by the Arts Consulting Group (value \$2,500).
- Two tickets to a Los Angeles Chamber Orchestra concert of the winner's choice for our Orchestra Series, one set of special LACO greeting cards and a CD recording of Bach Concertos featuring Hilary Hahn and the Los Angeles Chamber Orchestra.
- Two tickets to the 2008-09 season of the San Diego Symphony with a two-night stay at the Sheraton Suites San Diego at Symphony Hall. Enjoy a dinner for two at Le Cake Chateau.
- Two tickets to an Oakland East Bay Symphony concert between January and April 2009, including an invitation to a post-concert reception with Michael Morgan and guest artist.
- A season subscription for two to The Orchestras of Pasadena at the Civic Auditorium in Pasadena. Jorge Mester presents five concerts of symphonic greats from Tchaikovsky to Shostakovich and Revueltas to Bartok. Rachael Worby presents three holiday concerts with her unique flair with guest artists like Cherish the Ladies.
- Two tickets to any San Diego Chamber Orchestra performance at either Sherwood Auditorium in La Jolla or St. Paul's Cathedral in downtown San Diego. Experience the musicality and artistry of Maestro Jung-Ho Pak and the San Diego Chamber Orchestra and see what all the buzz is about!
- Receive a complimentary consultation on any of the following topics: organizational planning, development activities, Board development from Kate Akos, Katherine E. Akos Consulting Services—some expenses may apply (value \$2,000).

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ALL CONCERTS AND HOTEL ROOMS SUBJECT TO AVAILABILITY.

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Schedule of Events

WEDNESDAY, AUGUST 6, 2008

3 – 4:30 PM

ACSO Board of Directors Meeting
EMBASSY SUITES, BLACK DIAMOND

5 – 6 PM

Resource Room Available for Vendor Set-Up Only
EMBASSY SUITES, ALAMEDA BALLROOM

6 PM

BY INVITATION ONLY

ACSO Board & Major Donor Gathering

THURSDAY, AUGUST 7, 2008

8 AM – 4 PM

Registration & Resource Room Open
EMBASSY SUITES, ALAMEDA BALLROOM

10 – 10:45 AM

NEW OR RETURNING DELEGATES

Conference Orientation: Digging for Gold!
CLUBSPORT, CLUB A & B

Navigating your way through a Conference can be daunting, so let us help you discover the gems at this important orientation. Learn how to customize your experience to meet your professional and personal needs. Plan to attend if this is your first time at Conference, if you need a refresher, or if you just want a sneak peek into this year's Conference treasures!

Kelly Ruggirello, *president, Pacific Chorale*

Sponsored by Dr. Sylvia Shepherd

11 AM – 1 PM

ALL

Musical Chairs: Peer Forums & Lunch

CLUBSPORT

Share the wealth—you'll be the richer for it! 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. This is not a presentation; it is a participatory roundtable for staff and volunteer peers. Participants may be asked to split off into different groups if there are more than 10 at each table. Mr. Pastreich will lead the Peer Forum for managers, all budgets (for paid top executives only).

PEER FORUM TABLES

- | | |
|----|---|
| 1 | Managers for all budgets (for paid top executives only)
Peter Pastreich, <i>consultant</i>
RENAISSANCE B |
| 2 | Board Members with budgets over \$1 million
Ralph Haskew, <i>past president, California Symphony</i>
RENAISSANCE C |
| 3 | Board Members with budgets from \$500,000 to \$999,999
RENAISSANCE C |
| 4 | Board Members with budgets from \$300,000 to \$499,999
RENAISSANCE C |
| 5 | Board Members with budgets under \$299,999
Harry Jacobs, <i>past president, Merced Symphony</i>
CLUB |
| 6 | Marketing Directors and Staff
Debbi Hersh, <i>marketing director, Oakland East Bay Symphony</i>
RENAISSANCE A |
| 7 | Public Relations Directors and Staff
Gary Ginstling, <i>director of communications, San Francisco Symphony</i>
RENAISSANCE A |
| 8 | Development Directors and Staff
Michelle Lange, <i>development director, Monterey Symphony</i>
RENAISSANCE A |
| 9 | Operations and General Managers
Leslie Sabol, <i>general manager, Modesto Symphony</i>
CLUB |
| 10 | Box Office Managers and Staff
BOARDROOM |

- 11 **Finance, IT Staff and Volunteers**
Maya Rath, *finance director, Oakland East Bay Symphony*
CLUB
- 12 **Education Staff and Volunteers**
Margie Harrison-Smith, *director of education, Santa Rosa Symphony*
CLUB
- 13 **League and Guild Volunteers**
CLUB
- 14 **Youth Orchestra Staff and Volunteers**
Wendy Howe, *executive director, Young People's Symphony Orchestra*
CLUB
- 15 **Chorus Staff and Volunteers**
Kelly Ruggirello, *president, Pacific Chorale*
CLUB
- 16 **Conductors**
Barry Jekowsky, *music director, California Symphony*
CLUB PRE-FUNCTION AREA
- 17 **Youth Orchestra Conductors**
David Ramadanoff, *music director, Young People's Symphony Orchestra*
CLUB PRE-FUNCTION AREA

COORDINATOR: Maya Rath, *finance director, Oakland East Bay Symphony*
Pre-paid box lunches can be picked up in the pre-function area at ClubSport.

\$ ADVANCE REGISTRATION REQUIRED

Sponsored by Louis Bartolini,  **WESTAMERICA BANK**

1:30 – 2:30 PM

ALL

Musical Jeopardy

EMBASSY SUITES, CONTRA COSTA BALLROOM

Learning and sharing isn't always backbreaking work. Join us for a fun way to test your musical knowledge. You may be surprised at the depth of information buried inside your head. Absolutely no prizes awarded—enhanced expertise and bragging rights are the incentive!

CREATOR: Rob Birman, *executive director, Philharmonia Baroque Orchestra*
HOST: Asher Raboy, *music director, Napa Valley Symphony*

Sponsored by  **Alternative Business Solutions**

2:30 – 3:30 PM

ALL

Plenary Session: Conversations with the New Music Makers

EMBASSY SUITES, CONTRA COSTA BALLROOM

In recent years there has been a renaissance of new American music. What does the music of our day sound like? Where are the ideas coming from? Is it too hard to play—to listen to? Can we recognize its value? Will it stand the test of time? Does the music composed by young composers draw young audiences? American music's prizewinning young composers discuss their experiences, ideas and motivations.

COMPOSERS: **Mason Bates, Pierre Jalbert, Chris Theofanidis**

MODERATOR: **Barry Jekowsky**, *music director, California Symphony*

Sponsored by Stacey Street

3:45 – 5 PM

ALL

The Association of California Symphony Orchestras' Annual Meeting

EMBASSY SUITES, CONTRA COSTA BALLROOM

- WELCOME: **William Eames**, *president, California Symphony*
- STATE-OF-THE-STATE REPORT
- MOST VALUABLE PLAYER AWARDS
- RETIRING ACSO BOARD MEMBERS
- GUEST: **John McGuirk**, *program director, the Irvine Foundation*
- 40TH ANNIVERSARY CELEBRATION

Sandi Sigurdson, *president, Association of California Symphony Orchestras*

Sponsored by Stephen J.M. (Mike) Morris

5:45 PM Buses leave Embassy Suites for California Shakespeare Theater in Orinda

6 PM Dinner al fresco

8 PM *Uncle Vanya* by Anton Chekhov

\$ ADVANCE REGISTRATION REQUIRED



FRIDAY, AUGUST 8, 2008

8 AM – 4 PM

Registration & Resource Room Open

EMBASSY SUITES, ALAMEDA BALLROOM

8 – 11:45 AM

MANAGEMENT, GOVERNANCE

POWER SEMINAR: Leadership Skills vs. Management Skills

EMBASSY SUITES, GRIZZLY PEAK



Conventional wisdom says, “Managers do things right while leaders do the right thing.” In this seminar you will explore the distinction between leadership and management and learn how it can impact the way you lead

your team. Both are vital functions for effective organizations, and knowing when to lead and when to manage is critical to your organization’s success. Two incredible orchestra managers will lead this session with practical advice and illustrative anecdotes.

Continental breakfast included.

David Hyslop, *consultant (left)*

Peter Pastreich, *teacher & consultant (right)*

INTRODUCTION: Joe Truskot, *executive director, Monterey Symphony*

\$ ADVANCE REGISTRATION REQUIRED

Sponsored by Robert A. Birman

8:30 – 10 AM

VOLUNTEERISM

1. Prospecting for Volunteers in a New Age

CLUBSPORT, CLUB A & B

Have we tapped out the supply of precious volunteer resources? Based on last year's gut-wrenching discussion about the challenges of replacing retiring volunteers, and the fact that three venerable groups have disbanded this year, this session will give hope that there can be active volunteers still in service to your organization. Abundant time for Q & A will make sure everyone can participate fully in this all-important session.

Jennifer Bennett, *volunteer program manager, VolunteerMatch*

Roxanne Foster, *director of volunteer services, John Muir Health*

Stacey Street, *executive director, California Symphony*

MODERATOR: **Noralee Monestere**, *executive director, Marin Symphony*

Sponsored by Cynthia Shilkret

8:30 – 10 AM

YOUTH, EDUCATION

2. Inter-ensemble Dynamics of Youth Orchestras

CLUBSPORT, RENAISSANCE A & B

A gold mine of young talent throughout California presents unique opportunities, practices and concerns. What special challenges are involved in running a Youth Orchestra program with multiple ensembles? How can we best foster an environment of collaboration and communication between the artistic leadership of each group? Topics discussed will include sharing musicians, the importance of appropriate programming, and defining the geographical community served.

Katherine Ho, *associate director of education and community engagement, The Orchestras of Pasadena*

Scott Leigh, *executive director, Sacramento Youth Symphony*

Ben Taylor, *youth ensembles manager,*

Santa Rosa Symphony Youth Orchestras

MODERATOR: **Jefferson Packer**, *manager,*

San Francisco Symphony Youth Orchestra

Sponsored by San Luis Obispo Symphony Board of Directors

1. Assaying the Value of Educational Programs: How to Get an A+

CLUBSPORT, RENAISSANCE A & B

Are our in-school programs striking gold or coming up empty? Are your young people's concerts serving the needs of students and teachers? What kind of impact are your education programs making? Evaluation and assessment are critical components of education programs. This session will explore ways to embed measures and metrics into your programs, and will present a range of strategies for gauging student engagement and program success.

Ron Gallman, *director of education, San Francisco Symphony*

Sponsored by Kelly Ruggirello

2. Banking on the Future: Why Endowments?

CLUBSPORT, CLUB A & B

This introductory session will provide details on organizational readiness, the administrative components you will need to launch and oversee an endowment, and methods used for building endowment through current and future gifts.

Katherine E. Akos, *principal, Katherine Akos Consulting Services*
Greg Lassonde, *CFRE, planned giving specialist/consultant*

Sponsored by Thomas O'Connor

3. Keeping Our Focus: It's All About the Music

CLUBSPORT, RENAISSANCE C

Preserving, promoting and presenting quality musical performance is the goal and challenge of every musician. A good symphony orchestra is much more than a group of players assembled for a certain performance. It is a living organism, whose life is sustained through the continual process of rehearsing and performing together. Given rehearsal and budget constraints, what are realistic expectations for quality and growth? What works should be programmed for the musical and artistic development of the orchestra as an ensemble?

Michael Morgan, *music director, Oakland East Bay Symphony*
Jung-Ho Pak, *music director, San Diego Chamber Orchestra*
MODERATOR: **David Ramadanoff**, *music director, Vallejo Symphony*

Sponsored by Maya Rath

12 – 2 PM

ALL

EMBASSY SUITES, CONTRA COSTA BALLROOM

LUNCHEON with Guest Speaker Nathaniel Stookey



"The Composer is Alive!"

Nathaniel Stookey is one of today's most innovative and dynamic American Composers. At 17, he was the youngest composer ever commissioned for the San Francisco Symphony's New and Unusual Music Series. In 2006, the San Francisco Symphony premiered a new commissioned work, *The Composer is Dead*, with libretto by Lemony Snicket, which has since been programmed by orchestras across North America.

Sponsored by



INTRODUCTION: **Ron Gallman**, *director of education, San Francisco Symphony*

\$ ADVANCE REGISTRATION REQUIRED

2:15 – 3:30 PM

MARKETING, TECHNOLOGY

1. Staking a Claim in Cyberspace: Beyond the Web Site

CLUBSPORT, CLUB A & B

To compete and succeed in our techno-driven world we need to master the newest communications tools. This session will discuss creative ways to look at the content you are creating and explore channels available to all of us for digital distribution and brand exposure. From Facebook to YouTube and searches to viral marketing, the tools are there for you to leverage. Let's explore the possibilities.

Pete Deutschman, *chief Buddy and founder, The Buddy Group*

INTRODUCTION: **Rob Birman**, *executive director, Philharmonia Baroque Orchestra*

Sponsored by Harry Jacobs

2:15 – 3:30 PM

EDUCATION, YOUTH

2. Shifting Sands: A New Youth Initiative

CLUBSPORT, RENAISSANCE C

The topography of Los Angeles's music scene is changing. Inspired by Venezuela's El Sistema and incoming music director Gustavo Dudamel, the Los Angeles Philharmonic has taken its first steps in implementing Youth Orchestra LA—the Philharmonic's plan to establish five youth orchestras in underserved communities over the next 10 years. Learn about the development of this initiative and discuss the opportunities and challenges that it presents.

*Gretchen Nielsen, director of educational initiatives,
Los Angeles Philharmonic Association*

Sponsored by Andrea Laguni

2:15 – 3:30 PM

DEVELOPMENT

3. Just Ask! Take the Fear Out of Fundraising

CLUBSPORT, RENAISSANCE A & B

Does gold glimmer just beyond reach? Don't let fear stop you from bringing in those bigger gifts. Attend this important session and learn how to personally ask for that gift with aplomb, enthusiasm and confidence.

Kelly Ruggirello, president, Pacific Chorale

Sponsored by Katherine E. Akos

3:45 – 5 PM

DEVELOPMENT

1. Dynamite Annual Fund Growth

CLUBSPORT, CLUB A & B

Since the Annual Fund is an orchestra's core source of contributed revenues, this 90-minute booster rocket for your annual fund is an essential presentation! Annual funds that consistently grow have fundamentals in common. Participants will discuss Paul and Michelle's Top 10 Essential Strategies for Annual Campaign Growth.

*Paul Hogle, vice president for institutional advancement and learning,
Atlanta Symphony*

Michelle Lange, development director, Monterey Symphony

Sponsored by NancyBell Coe

3:45 – 5 PM

GENERAL

2. What's Hot, What's Not?**CLUBSPORT, RENAISSANCE C**

The musical terrain sometimes seems fragile and fickle. Some trends fizzle out; other programs are evergreen. Do pre-concert talks still inspire attendance? Should you be creating and selling merchandise? Are donor receptions effective? Join your colleagues for a revelatory session about what's really working, and what's not, statewide.

Paul Zdunek, *president/ceo, Modesto Symphony*

Sponsored by Noralee Monestere

3:45 – 5 PM

MARKETING, PUBLIC RELATIONS

**3. Charting New Territories:
The Changing Media Landscape****CLUBSPORT, RENAISSANCE A & B**

Given the shifting balance between print and online media, how do arts organizations get the word out? Where should we focus our human and financial resources in this world of bloggers, wikis and social networkers? A panel of media, marketing and PR professionals help us explore these vexing issues that face all arts organizations, large and small.

Lyla Foggia, *principal, Foggia Public Relations LLC, Portland*

Gary Ginstling, *director of communications, San Francisco Symphony*

Sponsored by Gary Ginstling

BY INVITATION ONLY

POWER SEMINAR DELEGATES' RECEPTION

5:15 PM

Buses leave Embassy Suites
for Broadway Plaza

5:30 – 6:30 PM

Power Seminar Delegates' Reception
Broadway Plaza Promenade

6:30 PM

Buses take ticket holders for
the Reception and Musicale to the
Dean Leshner Center and all others
can return to the Embassy Suites

Hosted by

BROADWAY PLAZA

6:15 PM

Buses leave Embassy Suites
for Leshher Center for the Arts

6:30 – 7:30 PM

Welcome Reception

7:30 – 8:30 PM

California Symphony Musicales

*Hosted by*

Join California Symphony's music director Barry Jekowsky and some of the Symphony's finest musicians as they present select chamber works by the Symphony's current and former Young American Composers-in-Residence. These will include a reading of a brand new piece by composer Mason Bates, as well as performances of pieces by Pierre Jalbert, Kevin Puts and Chris Theofanidis. The composers will introduce and provide insight into their pieces during this lively and interactive one-hour program.

\$ ADVANCE REGISTRATION REQUIRED**SATURDAY, AUGUST 9, 2008**

8 AM – 12 PM

Registration & Resource Room Open**EMBASSY SUITES, ALAMEDA BALLROOM**

8 – 11:45 AM

GOVERNANCE**POWER SEMINAR: How Strong Boards Govern****EMBASSY SUITES, GRIZZLY PEAK**

Can't see the forest for the trees? Too often there is a huge gap between the expectations of what boards should do, and what they actually do. But the conventional wisdom that boards need special training or motivation isn't always the right way to go. This workshop takes a fresh look at what both staff and board members can do to change their framework—and their performance—in dramatic ways. *Continental breakfast included.*

*Jan Masaoka, former executive director,
CompassPoint Nonprofit Services, San Francisco*

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

\$ ADVANCE REGISTRATION REQUIRED*Sponsored by Joyce Fienberg*

8:30 – 10 AM

MANAGEMENT, GOVERNANCE, FINANCE

1. Are All Your Gems in Order? Audits & Internal Controls

CLUBSPORT, CLUB A & B

It is not enough to maintain your musical/organizational riches in a casual manner. You must adopt proper methodologies for accounting, assessing, categorizing, etc. Do you need an Audit Committee? Ever wonder what your auditor is mining for? Do you have proper internal controls? Are you aware of the new audit process and standards and the new documentation requirements? This session is not just for accounting and finance departments!

Doug Regalia, *partner, Regalia & Associates CPAs, Danville*

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

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8:30 – 11:45 AM

YOUTH, EDUCATION

2. Cultivating Seedlings: Youth Orchestra Confab

CLUBSPORT, RENAISSANCE B

Come one, come all—we'll tackle pressing issues for youth orchestras and youth choruses, including quality education programs, school relationships, auditions, the legality of scanning and downloading music parts, and any other topic that concerns you. You ask, we'll all discuss!

Melissa Craig, *manager, Pacific Symphony Youth Orchestra*

Wendy Howe, *executive director, Young People's Symphony Orchestra*

Brian Taylor Goldstein, *esq., FTM Arts Law*

MODERATOR: Andrea Stoner, *director of education, San Luis Obispo Symphony*

Sponsored by Sara Salisbury

10:15 – 11:45 AM

MANAGEMENT, GOVERNANCE, FINANCE

1. Time for a Legal Tune-Up

CLUBSPORT, RENAISSANCE C

We all recognize the value of preventative maintenance, whether it be for our cars, our homes, our gardens, or ourselves. Your orchestra deserves the same consideration. This session will review important recordkeeping and reporting requirements and identify key areas for examination of your orchestra's legal health.

Corinne H. Gartner, *attorney, Downey Brand LLP, Sacramento*

INTRODUCTION: Harry Jacobs, *past president, Merced Symphony*

Sponsored by Sean Sutton

2. Expanding Your Base: Is Your Orchestra or Chorus Meeting Community Expectations?

CLUBSPORT, RENAISSANCE A

Whether your organization is about to undertake a strategic planning process, educational initiative, music director search or other high-impact event, you need to ensure that your community is behind you. Cross-fertilization is the key. Learn to effectively engage disparate individuals and community groups in public discussion. Hear about various research tools and steps that you can take to broaden financial, emotional, and public support for your programs and enhance the ultimate impact your orchestra has in the community.

Bruce Thibodeau, *president, Arts Consulting Group*

Jane E. Kenworthy, *executive director & CEO, Stockton Symphony*

Robert Sweibel, *director of marketing & communications, Berkeley Repertory Theatre*

Sponsored by  **ASCAP**

3. Tipping the Scales in Your Favor: Increase Ticket Sales in an Economic Downturn

CLUBSPORT, CLUB A & B

At a time when the threat of recession clouds every decision symphony and chorus marketers make, learn about strategic tactics you can implement to optimize your marketing budget to achieve fuller houses and maximum revenue. Learn best practices for finding new single ticket buyers and cultivating their ongoing patronage. This session is designed to send you home with a list of priority activities for effectively marketing your 2008-09 season.

Rick Lester, *managing partner, Target Resource Group*

Sponsored by John Robinson



ACSO FOUNDED IN 1969 AT
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12 – 2 PM

ALL

EMBASSY SUITES, CONTRA COSTA BALLROOM

LUNCHEON with Guest Speaker Marie Gallo



“Turning Gifts into Treasures”

Marie Gallo is one of California’s greatest champions for the arts. An accomplished pianist herself, her love and dedication to ensuring the health and welfare of live music in her community has been an enduring passion.

INTRODUCTION: **Paul Zdunek**, *president/ceo, Modesto Symphony*

DRAWING FOR THE CONNOISSEUR’S COLLECTION OF FINE WINES

\$ ADVANCE REGISTRATION REQUIRED

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2:30 – 4 PM

ALL

**Surveying Our Musical Landscape:
Innovative Case Studies**

CLUBSPORT RENAISSANCE A & B

Back by popular demand, these roundtable mini-presentations offer great new ideas and information in just 20 minutes. Attendees change tables three times.

- **How to Launch a Local Composer Competition**
Joe Truskot, executive director, Monterey Symphony
- **Educating Adults in New Music**
Devin Thomas, director of artistic operations, Los Angeles Chamber Orchestra
- **Young Idol Competition**
Caroline Nickel, director of marketing & public relations, Modesto Symphony & Lesley Sabol, general manager, Modesto Symphony
- **Sparkling Jewelry Party, California Symphony’s Holiday Event**
Stacey Street, executive director, California Symphony
- **Visa and Immigration & Copyright Laws**
Brian Taylor Goldstein, esq., FTM Arts Law
- **Multiple Venues Mean Multiple Boards!**
*Len & Judy Linton, president and vice president, New West Symphony
Nelson Dodge, executive director, New West Symphony*
- **Holiday “Look In” Home Tour Event**
*Marion Inchaustegui, past president,
Ojai Music Festival Women’s Committee*

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AT THE MOVIES***Keeping Score, Rewind, Freeway Philharmonic*****CLUBSPORT: CLUB A & B, RENAISSANCE A & B**

Join your colleagues for a special screening of documentaries about orchestras, including *Freeway Philharmonic*, *Keeping Score* and *Small Town Big Symphony*.

\$ ADVANCE REGISTRATION REQUIRED*Sponsored by William Eames*

ALL

6 PM Dinner at Massimo Ristorante, 1604 Locust Street

8 PM Festival Opera, *A Midsummer Night's Dream*,
Michael Morgan conducting,
Leshner Center for the Arts**\$ ADVANCE REGISTRATION REQUIRED**

*Thank you for attending the
40th Annual Conference*

2008-2009 ACSO NEXT SEASON

- ACSO Skill-Building Workshops • November 2008
- Mid-Winter Managers' Meeting • January 2009
- Fanfare Calls • New Next Season
(topic-specific conference calls)
- Youth Orchestra Meeting • March 2009
- Orchestra Consultations
- 41st Annual Conference in San Diego

Latin up the Season!

PONCHO SANCHEZ

**For the 1st time symphony charts!
Grammy Award Winner!**

"The triumph of the Playboy Jazz Festival was the closing set of Poncho Sanchez, he made no attempt to cap everybody, he just let his band kill the people in the usual way. It's a real working band, the Count Basie Orchestra of Latin jazz. . ."

Hollywood Reporter



EDDIE PALMIERI

7 time Grammy Award Winner!

"This is music so vital and joyous. . . a totally celebratory sound, bouncing, shuffling, weaving and grooving along on a beat so mesmeric and soul-wrenchingly right that you want it to go on for ever." *Time Out - London*

Jazz it Up!

EDDIE DANIELS

"Eddie Daniels combines elegance and virtuosity in a way that makes me remember Artur Rubenstein. He is a thoroughly well-bred demon."

Leonard Bernstein



BRUBECK BROTHERS QUARTET



Tanglewood Triumph!

"The audience (of 18,000) was on its feet - Brubeck's tribute to the Pops is graceful; ... it is easily and unpretentiously assimilative, and dedicated both to musical quality and entertainment value." *The Boston Globe*

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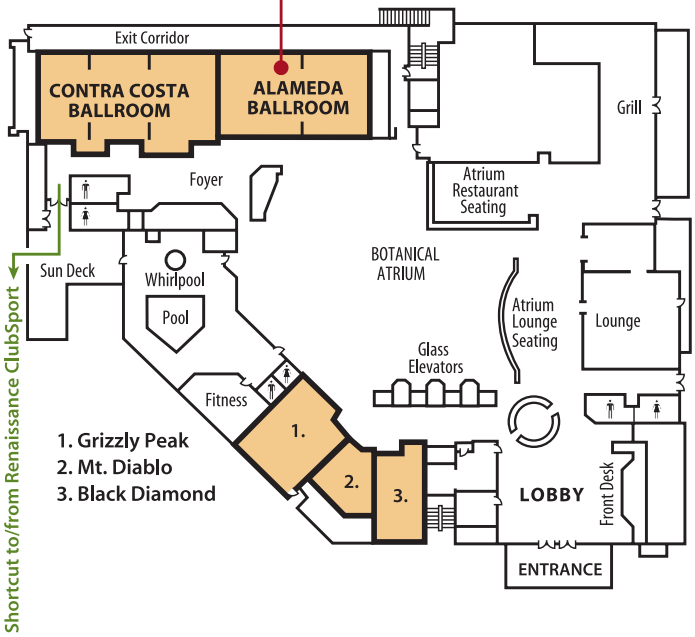


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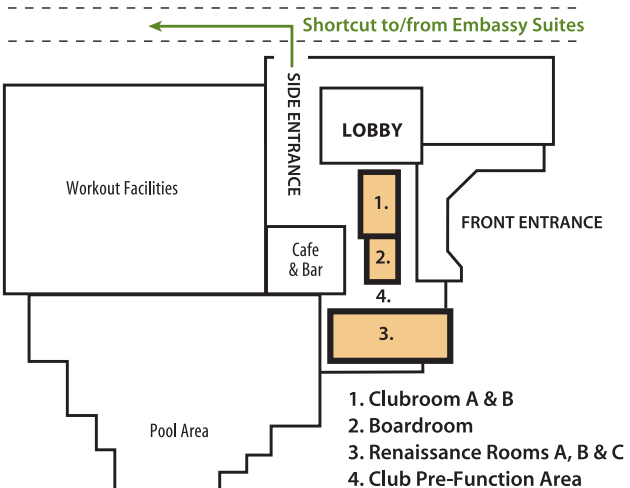
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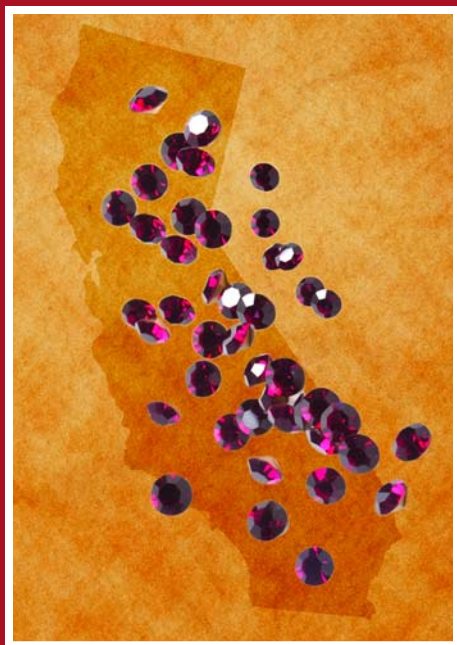
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.....ACSO.....

**THE ASSOCIATION OF
CALIFORNIA SYMPHONY
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*Celebrates
40 Years of Service*



Our Ruby Jubilee!

Reflections on 23 years...



Dear Colleagues,

It's hard to believe that I have been fortunate enough to be at the helm of this excellent organization for more than half its life.

Our world has changed dramatically over the past 23 years. I've experienced shattering—and some literally earth-shaking—events, significant achievements, gains and losses, great sadness and intense joy. Our orchestral world has undergone similar transformation. I have happily welcomed new orchestras (Classics 4 Kids, Susanville Symphony, Observatory Orchestra, California Symphony, Napa Valley Youth Symphony, to name a few), and mourned the loss of some venerable ensembles (Pasadena Chamber, San Jose Symphony, Sacramento Symphony, South Coast Symphony). But one thing I have always said, and that holds true, is that our art form *will not* disappear. Orchestras and choruses continue to reach new heights of partnership, collaboration, artistic excellence and innovative programming.

The situation appeared rather bleak in December 1985 when ACSO president Mike Gehret (director of development of the San Francisco Symphony) hired me. We had very little money in the bank. In fact, after a couple of days on the job, I figured I needed to start raising money for my salary! A newsletter hadn't been published in quite some time, the organization did not hold an annual conference in 1984 (the League of American Orchestras was in California that year and it was expected everyone would attend THAT conference), and there had been no membership drive in a year. Add to this the fact that there were no computers, databases, faxes or any of the other paraphernalia we take for granted in running an organization today.

We had work to do! And work we did! Today, we have a staff of three accomplished professionals; a strong, dedicated board of directors; dynamic new programs; innovative ideas, and a growing roster of organizations and individuals, some of whom have been engaged members for 40 years. That is success.

A service organization is only as strong as its membership. Each one of you has played a starring role in the success of ACSO. It has been my incredible pleasure to work with you for so many years, to see you grow and prosper, to share your challenges and high points, to attend your musical offerings. Thank you.

I wish you a successful upcoming season.

A handwritten signature in black ink, appearing to read 'Kris Sinclair'.

Kris Sinclair, executive director, ACSO

League of American Orchestras



On behalf of the League of American Orchestras I am delighted to congratulate ACSO on its 40th anniversary.

As I look at the astonishing growth of symphony orchestras in California to 217 adult and 81 youth orchestras, it is easy to see why we continue to believe that orchestral music will remain an integral part of our community life in the future. ACSO has played a critical role in the growth and vitality of California's orchestras, offering much needed resources in advocacy, training, information and communications. Quite simply, ACSO has become the model of a successful state orchestra association.

The leaders who formed ACSO understood the power of collective action; bringing together all the constituents that make up the orchestra family. Indeed, at my first ACSO conference I was struck by the warmth, collegiality, closeness, and humor that ran through the event. ACSO has created a powerful network of colleagues engaged in strengthening orchestras across California.

ACSO is the largest and among the oldest state orchestra associations and the League recognizes the important work it undertakes in support of its members. It was founded on the principles that each orchestra's success is determined by the success of every other orchestra in California. An offspring of the League's Conducting Workshops at Asilomar in the 1960's, ACSO continues to complement the national work of the League and we are proud to be associated with you and your members.

I send my best wishes to Sandi Sigurdson, Kris Sinclair, and all the ACSO team for what I know will be a wonderful 40th Conference.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jesse Rosen'. The signature is fluid and cursive, with a large loop at the end.

Jesse Rosen, *president and ceo, League of American Orchestras*

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*The Los Angeles
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celebrates the 40th
Anniversary of ACSO.*

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DAN READ

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Jeffrey Kahane
Music Director

From its founding at the historic Asilomar Conference Center on the Monterey Peninsula until this very day, the Association of California Symphony Orchestras has been integral to the success of the Monterey Symphony. ACSO's service to us has provided countless benefits during the past forty years for which we are grateful. We wish ACSO a bountiful future.

JOE TRUSKOT

MONTEREY SYMPHONY

WE SALUTE ACSO ON ITS 40TH ANNIVERSARY

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*Wishing ACSO the best for another
40 years of service to California
orchestras and choruses.*



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providing incomparable support and making
an extraordinary range of invaluable resources
available to California orchestras.*

*With its innovative approaches to the challenges
confronting our orchestras, its passionate public advocacy
programs and outstanding technical assistance,
ACSO continues to assure its importance to our industry.*

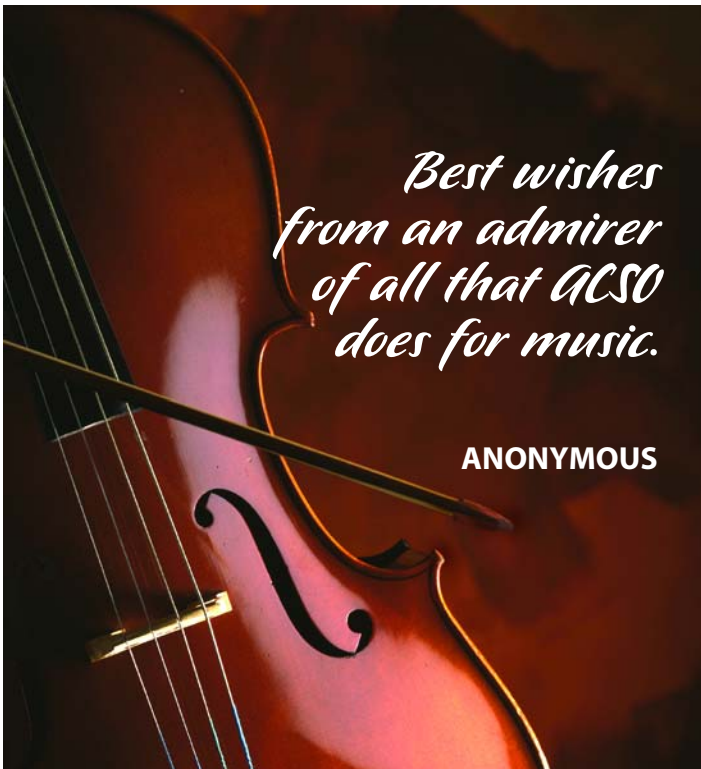
HERE'S TO THE NEXT 40 AND BEYOND!



and



Wish to congratulate
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*for 40 Years of Outstanding Service
to the Arts Community!*



*Best wishes
from an admirer
of all that ACSO
does for music.*

ANONYMOUS

OJAI

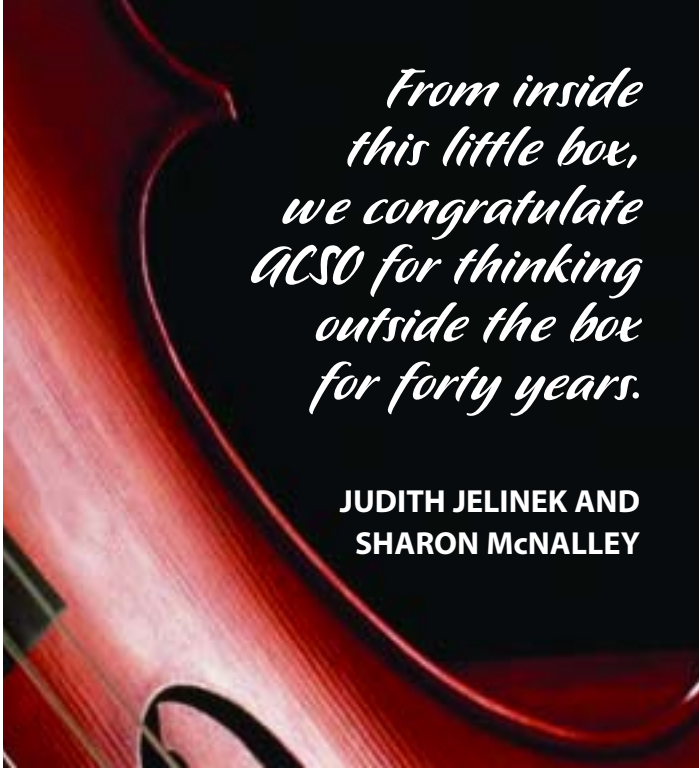
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*From inside
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outside the box
for forty years.*

**JUDITH JELINEK AND
SHARON McNALLEY**

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