

## Two Upcoming Webinars FREE for Members

### **A Customer-Centric Rebranding: How Business Theory Can Help Your Orchestra Grow**

*Presenter: Ruth Hartt, Chief of Staff, Clayton Christensen Institute*

Wednesday, January 18, 2023 | 10-11 AM PT



**ACSO Webinar**  
**A Customer-Centric Rebranding:  
How Business Theory Can Help  
Your Orchestra Grow**  
Wednesday, January 18 | 10 - 11 AM PT



**Ruth Hartt**, *Chief of Staff,  
Clayton Christensen Institute*

Register today at [www.acso.org/webinars](http://www.acso.org/webinars)  
FREE for ACSO Members, \$30 for Not-Yet-Members

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SYMPHONY ORCHESTRAS

To reclaim its relevance and rebuild its audiences, the arts sector must pivot to an approach that centers the customer. In this webinar, **Ruth Hartt** explains the business theory that illuminates the power of customer centricity, and pulls back the curtain to reveal the process behind a real-life customer-centric rebranding for a classical music ensemble.

This webinar is designed to help you and your orchestra begin the shift from traditional arts marketing which is often boring and, worse, egocentric, to the more empathetic—and more effective—customer-centric approach.

Check out Ruth's October 2022 appearance on the Harvard Business School's podcast, *The Disruptive Voice*, where she talks about rebuilding arts through customer-centric engagement.

### **Building a Fundraising Board**

*Presenter: Catherine Heitz New, Executive Vice President,*

Thursday, February 23, 2023 | 12-1 PM PT

**ACSO Webinar**  
**Building a Fundraising Board**  
Thursday, February 23, 2023 | 12 PM - 1 PM PT



**Catherine Heitz New,**  
Executive Vice President,  
RSC Fundraising

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FREE for ACSO Members, \$30 for Not-Yet-Members

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There's often talk about "building a fundraising board" and how an arts organization should go about it. Most organizations want and need a better solution, and frankly, many board members want to be involved in fundraising, but there are a lot of barriers. Recognizing this, **Catherine Heitz New**, Executive Vice President at [RSC Fundraising](http://www.rscfundraising.org), will lead us through RSC's fundamentally-sound philosophy for fully integrating the entire board into the fundraising program.

Register for Webinars Here

ACSO Webinars are FREE for Members and \$30 for Not-Yet-Members.

## Thank You 2022 Season of Giving Donors!



ACSO offers heartfelt thanks to our members and friends who donated to our 2022 year-end Season of Giving Campaign in December.

With the help of the 36 generous donors below, we raised **\$9,500** for our Annual Fund - \$2,000 more than our goal of \$7,500!

Kate Akos  
Aubrey Bergauer  
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Carmina Eylar  
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Kelly Ruggirello  
John Shirey  
David Shribman &  
Cynthia Skrzycki  
Stephanie Snyder  
David Styers  
Edie Van Huss  
Tanya Vandrick  
Sarah Weber

Congratulations to **Kelly Ruggirello** who is the winner of our Season of Giving drawing for a complimentary [ACSO 2023 Annual Conference](#) registration.

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## League of American Orchestras: Anne Parsons Leadership Program

Applications are now open for the [Anne Parsons Leadership Program](#), a new initiative from the [League of American Orchestras](#). Honoring Anne Parsons, the transformative orchestra field leader and mentor who passed away in 2022, the pilot program aims to effect structural change by supporting women and non-binary orchestra professionals in their career progressions, and ultimately improving gender equity within the C-suite. Participating in the program is completely free of charge.

The inaugural year (June 2023- June 2024) will support six promising orchestra professionals, helping to build their leadership skills, mindsets, and networks, and providing individual and group mentorship opportunities with some of our field's highly regarded leaders—orchestra executives, themselves, or leaders in the performing arts. Participating in the program is completely free of charge. **The deadline to apply for this great opportunity is Wednesday, February 8.** [Click here for more information about the program.](#)

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## Creative Recovery LA Grant Opens Jan 18

Announcing a new Arts and Culture grant in Los Angeles County! [Creative Recovery LA](#) is a new grant initiative to address pandemic impacts on the arts and the creative economy, one of the most economically significant and hardest-hit sectors, while leveraging the unique capacity of arts and culture to catalyze our region's economic recovery, civic connectivity, and community wellbeing. Through this initiative the LA Department of Arts and Culture will award over \$26 million in American Rescue Plan funds to deliver financial relief and recovery to the LA County nonprofit arts and culture sector. Grant application workshops will include information about the

program, guidelines, eligibility requirements, and tips on submitting strong proposals. They will cover everything nonprofit organizations will need to prepare in order to **apply online when the application is open from January 18-February 15, 2023**. [Click here for more information.](#)

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## 2022 Is Record-Setting Year for California Arts Council Grant Funds



The [California Arts Council](#) (CAC) officially announced its second round of grant awards for 2022, with funds for Cycle B totaling more than \$41 million for more than 900 grants supporting artists, culture bearers, and cultural workers throughout the state of California. [Click here to read CAC's full announcement.](#)

**The Association of California Symphony Orchestras and 18 of our members have been awarded grants:**

Berkeley Symphony Orchestra	Napa Valley Youth Symphony
California Symphony Orchestra	New West Symphony
The Colburn School	Ojai Music Festival
Inner City Youth Orchestra of Los Angeles	Pacific Symphony
Long Beach Symphony	Redlands Symphony
Los Angeles Chamber Orchestra	San Bernardino Symphony
Los Angeles Jewish Symphony	San Diego Youth Symphony
Los Angeles Philharmonic Association	San Francisco Symphony
Music in the Mountains	Santa Rosa Symphony

[Click here to read more about the grants to ACSO members.](#)

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## Three CA Communities Ranked in Top 40 Most Arts-Vibrant Communities of 2022

SMU DataArts has once again released the Arts Vibrancy Index Report in its seventh iteration, celebrating arts-vibrant communities across the United States even as they

grapple with the ongoing realities of the COVID-19 pandemic.

**Three California communities were included in the top 40: Los Angeles Metro and San Francisco Metro in the top 20 large communities, and San Rafael in the top 10 medium-sized communities.**

According to the report, LA Metro boasts more independent artists and arts, culture, and entertainment firms per capita than any other community in the U.S.; SF Metro boasts the highest levels of per capita program revenue and total compensation paid to those working in arts and culture; and San Rafael scores within the top 1% on arts providers overall.

[Click here to read the full report.](#)

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## Jobs from the ACSO Career Center

[Director of Finance & Administration \(posted 1/9/23\)](#)

**SANTA ROSA SYMPHONY**

[President & CEO \(posted 12/12/22\)](#)

**SANTA ROSA SYMPHONY**

[Executive Director \(posted 12/12/22\)](#)

**SAN LUIS OBISPO SYMPHONY**

[Orchestral Studies Program Administrator \(posted 11/21/22\)](#)

**STANFORD UNIVERSITY ORCHESTRA**

[Vice President of Marketing & Communications \(posted 11/15/22\)](#)

**PACIFIC SYMPHONY**

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