

Register Today for Winter Virtual Peer Forums

Virtual Peer Forums (VPFs) are peer-to-peer conversations led by a facilitator and designed to connect you with your counterparts at other orchestras and ensembles in the ACSO membership network.

VPFs are complimentary for members and \$10 for not-yet-members. Registration is required.

All VPFs are 60 minutes and take place from 12:00-1:00 PM PT. Peer Forums on the same day will happen concurrently. [Click here to read the attendance policy.](#)

Tuesday, January 24 | 12:00 - 1:00 PM PT

EXECUTIVE DIRECTORS OF PROFESSIONAL ORCHESTRAS UNDER \$1 MILLION

Facilitator: Sarah Weber, Association of California Symphony Orchestras

EDUCATION & COMMUNITY ENGAGEMENT STAFF

Facilitator: Jesse Schiffman, San Diego Symphony

Tuesday, February 7 | 12:00 - 1:00 PM PT

FINANCE & HR STAFF

Facilitators: Alicia Gonzales and Maureen Melville, San Diego Symphony

OPERATIONS STAFF

Facilitator: Issy Farris, Long Beach Symphony

Tuesday, February 21 | 12:00 - 1:00 PM PT

MARKETING & PATRON SERVICES STAFF

Facilitators: Tiffany Fajardo, Berkeley Symphony, and CeCe Salinas, California Symphony

YOUTH ORCHESTRA STAFF & BOARD LEADERS

Facilitator: Julia Copeland, youth orchestra leader

Tuesday, March 7 | 12:00 - 1:00 PM PT

DEVELOPMENT STAFF

Facilitator: Eman Isadiar, Santa Rosa Symphony

MUSIC FESTIVAL STAFF & BOARD LEADERS

Facilitator: Jenny Darlington-Person, Music in the Mountains

Tuesday, March 21 | 12:00 - 1:00 PM PT

COMMUNITY ORCHESTRA STAFF & BOARD LEADERS

Facilitator: Chelsea Chambers, Peninsula Symphony of Northern California

Register Here

Two Upcoming ACSO Webinars

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

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

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
\$15 for ACSO Members, \$30 for Not-Yet-Members

A | C | S | O
ASSOCIATION OF CALIFORNIA
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.

Building a Fundraising Board

*Presenter: Catherine Heitz New, Executive Vice President,
Robert Swaney Consulting*



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



Catherine Heitz New,
Executive Vice President,
Robert Swaney Consulting

Register today at www.acso.org/webinars
\$15 for ACSO Members, \$30 for Not-Yet-Members

A | C | S | O ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

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 **Robert Swaney Consulting, Inc.** 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 \$15 for Members and \$30 for Not-Yet-Members.

Thank You to ACSO's 2021/22 Donors!

As 2022 comes to a close, it is a time to pause and reflect on the challenges and wonderful changes that have happened to our industry this year. We are thrilled to see orchestras continue to offer live concerts and present creative musical offerings for their communities.

Here at ACSO, we are so proud of the services and support we have provided to orchestras, and we could not have done it without our generous funders, sponsors, and donors who believe in our mission and work.

Their support over the past year helped ensure that even in the face of challenge and change, the classical music landscape of California and the western region will continue to be vibrant, healthy, and connected to its diverse communities.

[Click here to see a full list of our 2021/22 donors.](#) Gifts were made between October 1, 2021 and September 30, 2022.

ACSO Guest Blog

Thoughts on Music Education Programs: Building the Next Generation of Classical Music Players and Supporters

Written by **Steven Wu**, ACSO's 2022 Summer Intern



In this ACSO Guest Blog, Steven Wu explores the importance of orchestra education programs in helping to cultivate the next generation of classical music supporters.

"With the potential for increased intellectual and social opportunities for the youth ... there is much more untapped potential for orchestras to fill the music education gap and help build the next generation of classical musicians, audiences, and supporters"

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

***Note from ACSO:** The author of this blog was ACSO's 2022 Program and Membership Intern and his internship was generously supported by a [grant from the Los Angeles County Department of Arts and Culture](#).*

New EDI Resource from the League of American Orchestras Focuses on Repertoire

The latest Catalyst Guide from the League of American Orchestras lays out actionable strategies for orchestras seeking to diversify the repertoire you present, drawing on interviews with orchestras of all budget sizes (including orchestra grantees of the League's Catalyst Fund Pilot and Incubator programs).

[Read online](#) or [directly download the PDF](#) to learn about these orchestras' experiences of building programming, relationships, and partnerships; of learning to engage audiences in the stories surrounding the works; and of overcoming obstacles both within and beyond their own organizations.

Jobs from the ACSO Career Center

President & CEO (posted 12/12/22)

SANTA ROSA SYMPHONY

Executive Director (posted 12/12/22)

SAN LUIS OBISPO SYMPHONY

Box Office Manager (posted 12/1/22)

BAY PHILHARMONIC (FORMERLY FREMONT SYMPHONY)

Orchestral Studies Program Administrator (posted 11/21/22)

STANFORD UNIVERSITY ORCHESTRA

Finance & Administration Director (posted 11/17/22)

SANTA ROSA SYMPHONY

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a job in the ACSO Career Center



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