



42nd Annual Conference
COME TOGETHER. WITH FORCE.
 July 22 - 24, 2010 • San Francisco

CONFERENCE QUICK LOOK

THURSDAY, JULY 22, 2010

*ASK THE EXPERTS throughout the day
 (free 30-minute consults) Sign up in the Resource Room*

8 am - 4 pm	Registration & Resource Room Open
10 - 10:45 am	Conference Orientation
11 am - 1 pm	Peer Forums & Box lunch
1:30 - 2:30 pm	Plenary Session "SFS Keeping Score"
3 - 4:30 pm	Plenary Session "The El Sistema Revolution" ACSO Annual Meeting
6 pm	Group/Peer Dinners on own
8 pm	San Francisco Symphony Pops Concert Davies Symphony Hall
10 pm	Post-concert Overture Party Davies Symphony Hall

FRIDAY, JULY 23, 2010

*ASK THE EXPERTS throughout the day
 (free 30-minute consults) Sign up in the Resource Room*

7:30 am - 4 pm	Registration & Resource Room Open
8:30 - 10 am	1. Victims, Villains & Heroes in Workplace Management/Governance
	2. Powered by Purpose: The Vital Small-budget Organization Small Orchestras
	3. Harnessing Technology to Keep Long Term Investors Humming Along Development
10:15 - 11:45 am	1. Keep it Together: Finance Matters Finance
	2. Best Practices in E-mail Marketing Administration/Marketing
	3. The Right Stuff for the Right Season Artistic
12 - 2 pm	Luncheon with guest speaker Zuill Bailey

FRIDAY, JULY 23, 2010 CONT'D

2:15 - 3:30 pm	1. Productive Partnering: Conversations with Union Leaders Management/Musicians
	2. Contemporary Connectivity: Social Media Marketing/PR/Technology
	3. Bonding for Business: Beyond Basic Fundraising Development
3:45 - 5 pm	1. Autopsy of a Turnaround: The Pasadena Symphony and POPS Management/Governance
	2. All Together Now: Build That Board! Governance
6:30 pm	Beach Blanket Babylon Club Fugazi, 678 Green Street (at Powell), North Beach

SATURDAY, JULY 24, 2010

*ASK THE EXPERTS throughout the day
 (free 30-minute consults) Sign up in the Resource Room*

8 am - 12 pm	Registration & Resource Room Open
8 am - 12 pm	Power Seminar for Trustees: Managing in Tough Times Management/Governance
8:30 - 10 am	1. Reaching Out: Youth Confab Youth
	2. United in Purpose: Creating a Vision for the Arts in California Advocacy
10:15 - 11:45 am	1. Brainsy Education Education
	2. Uncommon Alliances: Non-Traditional Partnerships for PR Power PR/Marketing
	3. Magnifico! Putting the "Special" in Special Event Fundraising Volunteers/Fundraising
12 - 2 pm	Luncheon with guest speaker Doug McLennan

