Establishing Directions & Finding Dollars for Your Orchestra
FRIDAY, JUNE 28, 1974

9:00 a.m.  REGISTRATION

10:30 a.m.  CONDUCTORS' SOUND-OFF
  Moderator:
  CORRICK BROWN, Conductor,
  Santa Rosa Symphony

11:30 a.m.  COCKTAILS

12:30 p.m.  LUNCHEON
  Chairman:
  DON JONES, President – ACSO
  Keynote Speaker:
  HELEN M. THOMPSON, Former Mgr.,
  New York Philharmonic
  Palo Alto Honor String Orchestra,
  DR. TOM GRAY, Conducting

2:00 p.m.  "SETTING GOALS FOR YOUR ORCHESTRA"
  Moderator:
  MICHAEL NEWTON, Vice-President,
  Associated Council of the Arts
  Panelists:
  (For "Major" Orchestras)
  DAVID PLANT, President,
  San Francisco Symphony Association
  (For "Metropolitan" Orchestras)
  EDWARD MEECE, Former President,
  San Jose Symphony Association
  (For "Urban/Community" Orchestras)
  CAROLE BERG, President,
  Marin Symphony Association
  (For "College/Community" Orchestras)
  NELSON TANDOC, Director,
  Nova Vista Symphony (Foothill District)

3:15 p.m.  COFFEE BREAK

3:30 p.m.  "IMPLEMENTING GOALS"
  Moderator:
  MICHAEL NEWTON, Vice President A.C.A.
  Panelists:
  (Re "Board Responsibility")
  JOHN CONNELL, President,
  Southern California Symphony-
  Hollywood Bowl Association
  (Re "Management Responsibility")
  STEWART COMER, Manager,
  Fresno Philharmonic
  (Re "Musical Director’s Role")
  JOHN BARNETT, Conductor and Consultant-
  Douglas Richards Associates

4:30 p.m.  CONCLUDE

7:00 p.m.  COCKTAILS AND BANQUET
  Caribbean Revelers
  Steel Band

9:00 p.m.  DANCING (Live Music)

(Note:  All meetings in Palo Alto Rooms A & B and banquet-type meals
in Palo Alto Rooms B & C unless otherwise indicated.)

SATURDAY, JUNE 29, 1974

9:00 a.m.  "FUNDING YOUR GOALS"—OVERVIEW
  KARNEY HODGE, Vice Chairman,
  American Symphony Orchestra League

9:15 a.m.  "SEASON TICKET SALES"
  AUDREY BAIRD, President,
  Women’s Council, ASOL

10:15 a.m.  COFFEE BREAK

10:30 a.m.  "BOX OFFICE SALES"
  TOM BACCHETTI, Director,
  Public Events, Stanford University

11:00 a.m.  "FUND RAISING EVENTS"
  AUDREY BAIRD, ASOL

11:45 a.m.  LUNCHEON—POOLSIDE
  Renaissance Choral Music
  JOSEPH LIEBLING, Conductor

1:45 p.m.  FEDERAL GRANTS (NEA)
  KARNEY HODGE, Member,
  NEA Music Advisory Panel

2:00 p.m.  STATE GRANTS (C.A.C.)
  JAMES D. FORWARD, Executive Director,
  California Arts Commission
  SUSAN WALKER, C.A.C. Grants Administrator

2:45 p.m.  FOUNDATION GRANTS
  C.J. "BUCK" BOCCHIERI, Secretary
  Bank of America Foundation

3:00 p.m.  CORPORATE CONTRIBUTIONS
  DON JONES, Public Relations Counsel,
  Standard Oil Company of California

3:15 p.m.  COFFEE BREAK

3:30 p.m.  ENDOWMENTS AND DEFERRED GIVING
  JACK BETHARDS, Manager,
  Oakland Symphony Association

3:45 p.m.  MUSIC PERFORMANCE TRUST FUNDS
  JERRY SPAIN, President,
  A.F. of M., Local No. 6

4:00 p.m.  CONCLUDE

* 6:30 p.m.  BUSES LEAVE FOR Foothill COLLEGE

7:00 p.m.  BUFFET—CAMPUS CENTER DINING ROOM
  Foothill College Fanfares
  ROGER LETSON, Director

8:30 p.m.  YOUNG ARTIST SHOWCASE
  Master Sinfonia Chamber Orchestra
  JOHN MORTAROTTI, Conductor

10:00 p.m.  RECEPTION—CAMPUS CENTER

*Buses return following reception.
for Your Orchestra

SUNDAY, JUNE 30, 1974

7:30 a.m. BREAKFAST—SPECIAL INTEREST TABLES
MRS. JEAN SQUAIR, Coordinator,
(Vice President, S.F. Symphony Foundation)

9:00 a.m. “ASOL NEWS”
RALPH BLACK, Executive Director,
American Symphony Orchestra League

9:30 a.m. “ARTS LEGISLATION”
SENATOR ARLEN GREGORIO, Democrat,
12th District, San Mateo County
PETER HERMAN, Legislative Asst. to:
Senator Arlen Gregorio

10:00 a.m. “CALIFORNIA'S BICENTENNIAL PLANS”
MRS. GRETCHUM THOMAS, Member of
American Revolution Bicentennial
Commission of California

10:30 a.m. COFFEE BREAK

10:45 a.m. “ACSO MUSIC CATALOG PROJECT”
DON JONES, President,
Association California Symphony Orchestras

11:00 a.m. ACSO ANNUAL MEETING
Officer and Committee Reports,
Election of new Board Members

12:00 Noon CONFERENCE ENDS

1974 CONFERENCE COMMITTEE

CORRICK BROWN, Chairman,
Young Artist Showcase

SUZANNE DEWAR, Chairman,
Banquet and Social Arrangements

MARTHA BLAINE, Chairman,
Promotion and Newsletter Publicity

DON JONES, Chairman,
Program Agenda and Printed Materials

JOHN MORTAROTTI, Chairman,
Registration and Hotel Facilities

JEAN SQUAIR, Chairman,
Pre-Conference Managers Workshop

PRESTON STEDMAN, Chairman,
Guest Speakers and Panelists

The 1974 ACSO Conference is partially funded by a
grant from the California Arts Commission in Sacra-
mento, a state agency.
Notes:

Association of California Symphony Orchestras

1973 — 1974
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