ANNUAL CONFERENCE

ASSOCIATION OF CALIFORNIA
SYMPHONY ORCHESTRAS

SEPTEMBER 8 - 11, 1977

SHERATON-UNIVERSAL HOTEL
30 UNIVERSAL CITY PLAZA
NORTH HOLLYWOOD
CALIFORNIA
THURSDAY, SEPTEMBER 8

9:00 AM
Registration Desk open — San Diego and La Jolla to staff — Upper Front Lobby

10:00 AM
ACSO Board Meeting — Producer’s Room

12:30 noon
Luncheon — Portuguese Lounge

2:00 - 4:00 PM
Conductor’s Workshop — Lanai Room C-106
(Closed Session)
Co-Chairmen:
John Mortoratti, Conductor Master Sinfonia Orchestra
Daniel Lewis, Conductor Pasadena Symphony
Manager’s Workshop — Lanai C-306 (Closed Session)
Moderator, Robert Caulfield, Manager San Jose Symphony
Speaker, Ralph Black, Executive Director American Symphony Orchestra League
Board President’s Workshop—Producer’s Rm.
Moderator, Mrs. William Skinner, President, Pasadena Symphony
Speaker, Douglas Richards, Arts Management Consultant
Women’s Committee Workshop — Director-Writers Room
Chairman, Doreen Mauk, Sacramento Symphony
Speaker, Mrs. Stuart Squair, Director of Arts Administration, Golden Gate University; San Francisco Symphony

4:00 - 6:00 PM
President’s Cocktail Party—Presidential Suite

6:30 PM
Hollywood Bowl Concert

FRIDAY, SEPTEMBER 9

8:30 AM
Registration continues—Pasadena to staff
Upper Front Lobby
Hospitality Room open—Studio I

9:00 AM
“Board Responsibilities”—Roof Garden
Moderator, President Richard Wright
Speaker, Ray Edwards, President Glendale Symphony

10 - 11:30 AM
“Broadening the Scope of the Orchestras Educational Activities”—Roof Garden
Presiding, Dr. Preston Stedman, Music Department, California State University, Fullerton
Panelists:
Joan Boyett, Youth Activities, Los Angeles Philharmonic Orchestra
Barbara Hall, Community Resources, Mt. San Antonio College
Joe Westmoreland, Administrator, Orchestral Training Program for Minority Students, Los Angeles Philharmonic
Betsy Brown and Bill Sousa, “Teatro de Los Puppets”

10 - 11:00 AM
“Corporate Support and How to Get It,”—Lanai Room C-206
Presiding, Don Jones, Chevron U.S.A.
Panelists:
Walter House, Vice-President, Ralph M. Parsons Co.
Lloyd E. Rigler, Vice-President, Los Angeles Philharmonic Association

11 - 12 noon
“Government Funding”—Lanai Room C-206
Chairman, Mrs. Roderick Dewar, Monterey County Symphony
Panelists:
Clark Mitze, Executive Director, California Arts Council
J. Foster, Executive Director, Los Angeles County Music and Performing Arts Commission
Dr. Walter Anderson, National Endowment for the Arts

11 - 12 noon
“Volunteers—How to Keep Them Happy and Working”—Lanai Room C-306
Chairman, Mrs. John Munson, Chairman of Hollywood Bowl Volunteers
12:30 PM
Keynote Luncheon—Roof Garden
Chairman, President Richard Wright
Speaker, Arthur Fiedler, Conductor
Boston Pops

2:00 - 4:00 PM
“Standing Room Only—How to Sell Season Tickets”—West Ballroom
Chairman, Thelma Schultz, Manager
Marin Symphony
Speaker, Mrs. William W. Baird, Board
Member, Milwaukee Symphony

4:00 - 6:00 PM
ASOL Metropolitan Orchestra Managers Regional Workshop—Lanai Room
(Closed Session)
Presiding, John Hyer, Manager
Long Beach Symphony

6:30 - 7:30 PM
Cocktail Party—Columbia Artists Management hosting—Roof Garden

8:00 PM
Young Artists Showcase—East Ballroom
Chairman, Mrs. Irving Goldstein,
San Francisco Symphony Foundation

SATURDAY, SEPTEMBER 10

8:30 AM
Registration continues—Long Beach to staff
Upper Front Lobby
Hospitality Room open—Studio I and II

8:30 - 9:50 AM
“Ask the Experts” Bull Sessions—
East Ballroom
1. Youth Orchestras—Ethel London,
Oakland Youth Symphony
2. Community Orchestras—Frances Steiner,
Conductor Carson Community Symphony
3. Urban Orchestras—Patricia Meredith,
Manager Ventura County Symphony
4. Metropolitan Orchestras—John Hyer,
Manager Long Beach Symphony
5. Regional Orchestras—Richard Bass,
Manager San Diego Symphony
6. Fund Development—Richard Wright,
Director of Development, San Francisco Symphony

7. Selling Your Season—Audrey Baird,
Milwaukee Symphony
8. Lobbying for the Arts—Sue Dewar,
Monterey County Symphony
9. Ways and Means—Jean Squair,
San Francisco Symphony
10. Newsletters—Genevieve Fisher, Manager
Santa Barbara Symphony
11. Radio and TV Coverage—James Glaser,
Monterey County Symphony
12. College and University Orchestras—
Preston Stedman, California State University, Fullerton

10:00 AM
BINGO—West Ballroom
Chairman, Mrs. Allan McFarland,
Kern Philharmonic Orchestra

10:15 - 11:15 AM
“Promoting Your Orchestra”—West Ballroom
Presiding, Richard Bass, Manager
San Diego Symphony
Panelists:
Norma Flynn, Public Relations Director,
Los Angeles Philharmonic
Dan Pavillard, Manager
Tucson Symphony

11:15 - 12 noon
“The Most Important Board Committee—
Nominating!” and “What Makes a Good Board Member”—West Ballroom
Chairman: Clifton Swanson, Conductor
San Luis Obispo Symphony
Speaker, Ralph Black, Executive Director,
American Symphony Orchestra League

12:00 noon
Luncheon—East Ballroom
Chairman, President Richard Wright
Guest Speaker, Ernest Fleishmann, Executive Director, Los Angeles Philharmonic Orchestra—“Behind the Iron Curtain —
and Other Stories”

2:00 PM—“How To Sessions”:

2:00 - 3:00 PM
Pops Concerts—Producers Room
Presiding, Don Jones, Chevron U.S.A.
Panelists to be announced
Management Controls—Writers-Directors Rm.
Chairman, Robert Caulfield, Manager
San Jose Symphony
Speaker, Tom Kenyon, Pete Marwick & Associates
3:00 - 5:00 PM
“Success Stories”—West Ballroom
Moderator, Eva Miner, Long Beach Symphony
Panelists:
- Pasadena Symphony Juniors—Auction Dinner Dance
- Long Beach Symphony—Home Tours
- San Diego Symphony—Radiothon
- Pasadena Junior Philharmonic—Showcase House of Interior Design
- Monterey County Symphony—Tennis Tournament

3:00 - 4:00 PM
Youth Orchestras—Producer’s Room
Presiding, Denis de Coteau, Conductor Oakland Youth Symphony
Panelists:
- Thomas Osborn, Conductor Burbank-San Fernando Valley Youth Symphony
- Miss Jean Guthrie, Vice President, Education, Pasadena Symphony
- Dr. Martin Workman, Executive Vice President, American Youth Symphony Orchestras
- Mrs. Joseph Apfill, Santa Rosa Symphony

SUNDAY, SEPTEMBER 11
8:30 AM
Registration Desk open
Upper Front Lobby

9:00 - 10:00 AM
“Critic in the Corner”—West Ballroom
Moderator, Dr. Walter Dahlin, Conductor Chico/Paradise Symphony
Panelists:
- Martin Bernheimer, Los Angeles Times Music Critic
- Daniel Lewis, Conductor, Pasadena Symphony
- Robert Hughes, Composer

10:00 - 10:30 AM
American Symphony Orchestra League Update—West Ballroom
Chairman, President Richard Wright
Speaker, Karney Hodge, President of ASOL Board of Directors, Fresno Philharmonic

10:30 - 11:30 AM
“Speak Your Piece”—Open Forum—West Ballroom
Moderator, President Richard Wright

11:30 - 12 noon
ACSO Annual Meeting—West Ballroom

12:00 noon
Sunday Brunch—Four Stages Restaurant
New ACSO Board takes office

1:00 - 2:00 PM
ACSO Board Meeting—Writers-Directors Rm.

CONFERENCE PLANNING COMMITTEE
Mrs. Edwin A. Barnes, Jr., Chairman
Richard Bass
Mrs. Richard W. Bland
Mrs. Harry Lee Smith
Mrs. Stuart Squair
Richard Wright

4:00 - 5:00 PM
“Musicians—What is on Their Minds?”—Producers Room
Moderator, Richard Bass, Manager San Diego Symphony
Marl Young, Secretary, Musicians Union Local #47
Byron Peebles, Former Chairman, Orchestra Comm., Los Angeles Philharmonic Orchestra

ALL DISPLAYS MUST BE PICKED UP AND OUT OF STUDIO 1 BY 5 PM

7:30 PM
Hollywood Bowl Pops Concert,
Arthur Fiedler conducting
ASSOCIATION OF
CALIFORNIA SYMPHONY ORCHESTRAS

Officers
President .......... Richard H. Wright, Director of Development, San Francisco Symphony
Vice President—South ....Mrs. Harry Lee Smith, La Jolla Symphony Association
Vice President—North ....James M. R. Glaser, Monterey County Symphony
Treasurer ..............Clifton Swanson, Conductor, San Luis Obispo Symphony
Secretary .............Mrs. Allan H. McFarland, Kern Philharmonic Orchestra

Board Members
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Mrs. Ann Bedau, CLC Conejo Symphony
Nancy Berto, Santa Rosa Symphony
Mrs. Richard W. Bland, Pasadena Symphony
Corrick Brown, Santa Rosa Symphony
Robert Caulfield, San Jose Symphony
Stewart Comer, Fresno Philharmonic
Dr. Walter Dahlin, Chico/Paradise Symphony
Denis de Coteau, Oakland Youth Symphony
Mrs. Roderick Dewar, Monterey Co. Symphony
Carmen Dragon, Glendale Symphony
Genevieve Fisher, Santa Barbara Symphony
Ernest Fleishmann, Los Angeles Philharmonic
John Hyer, Long Beach Symphony
Karney Hodge, Fresno Philharmonic
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Mrs. Jo Iseman, San Jose Symphony
Don Jones, Past President
Mrs. Merlin H. Mauk, Sacramento Symphony
Mrs. John McCarthy, Stockton Symphony
Mrs. Mark Day Miner, Long Beach Symphony
John Mortarotti, Master Sinfonia Cham. Orches.
Thomas Osborn, Burbank-San Fernando Valley Youth Symphony
Mrs. Thelma Schultz, Marin Symphony
Dr. Preston Stedman, Music Department, California State University, Fullerton
Mrs. Stuart Squair
San Francisco Symphony Board of Governors