association of california
symphony orchestras

10th ANNUAL CONFERENCE
JULY 14-16, 1978
SHERATON-HARBOR ISLAND HOTEL
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Association of California Symphony Orchestras

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SHERATON-HARBOR ISLAND HOTEL
SAN DIEGO, CALIFORNIA

CONFERENCE COMMITTEE
Dori Barnes
Rita Bland
Jim Dees
Cheri McFarland
Pat Meredith
Pat Smith
THURSDAY, JULY 13, 1978

1:00 p.m.
Registration — Ballroom Foyer

2:00 p.m.
ACSO Board of Directors Meeting — Beale

6:00 - 7:30 p.m.
President’s Reception — 326-328

FRIDAY, JULY 14, 1978

8:30 a.m.
Registration — Ballroom Foyer

9:30 a.m. - 12:00 noon
Workshop Sessions:
Managers—Harold Lawrence, President and General Manager, Oakland Symphony and Robert Caulfield, General Manager, San Jose Symphony — 326-328
Women’s Committees—Jean Squair, San Francisco Symphony Board of Governors; Director of Arts Administration, Golden Gate University — 330-332
Board Leadership—Ralph Black, Executive Director, American Symphony Orchestra League — San Diego
Conductors—John Mortarotti, Conductor, Master Sinfonia Chamber Orchestra — San Fernando

9:30 - 10:30 a.m.
Session I—“How and Where Can Conductors Seek Professional Help and Improve Techniques?”
Panelists:
Daniel Lewis — Conductor, Pasadena Symphony, USC Symphony; Director ACSO Workshop, 1977 & 78
Samuel Krachmalnick — Director, UCLA Symphony & Opera Workshop/Theatre
John Mortarotti — Conductor, Master Sinfonia Chamber Orchestra
Tom Osborn — Conductor, CSUN Symphony, L.A. Pierce College Chamber Orchestra

10:45 - 12:00 noon
Session II—“Selecting Literature for Successful Orchestra Concerts” — San Fernando
Panelists:
David Ward-Steinman — Composer-Professor, California State University, San Diego
Mrs. Lawrence (Betty) Mulryan — President, Marin Symphony Association
Dr. Frances Steiner — Conductor, Carson Community Orchestra, Dominguez Hills University Symphony Orchestra, Baroque Consortium Chamber Orchestra
Lawrence Christianson — Conductor, California State University, Northridge Symphony; San Fernando Valley Symphony; Riverside Symphony
Jonathon Seville — Music Critic, San Diego Reader
Janos Gereben — Music Critic, San Jose Mercury/News

12:00 noon
Cash Bar — Ballroom Foyer

12:30 p.m.
Keynote Luncheon — Palomar
Speaker—Dr. Richard E. Le Blond, Jr., President and General Manager, San Francisco Ballet

2:00 - 3:00 p.m.
General Sessions: — Cuyamaca
“How to Promote and Market Your Symphony”
Chairman—Richard H. Wright, San Jose Symphony
Speaker—Bill Boyd, Beyl, Boyd & Turner, Public Relations

2:00 - 3:30 p.m.
Conductors Workshop (continued) — San Fernando
Session III—“Developing Teamwork Between Managers and Conductors”
Panelists:
Team I
Stewart Comer — General Manager, Fresno Philharmonic
Guy Taylor — Conductor, Fresno Philharmonic
Team II
Robert Christian — General Manager, San Diego Symphony
Charles Ketcham — Associate Director, San Diego Symphony
Team III
Nancy Berto — Former Manager, Santa Rosa Symphony
Corrick Brown — Conductor, Santa Rosa Symphony

3:00 - 4:00 p.m.
“Spotlight on Boards of Directors”—Cuyamaca
Chairman—James Glaser, Director and Past President, Monterey County Symphony
Speakers—T. W. Blackwell, President, San Jose Symphony Association. Harold Lawrence, President and General Manager, Oakland Symphony

3:45 - 5:00 p.m.
Conductors Workshop (continued) — San Fernando
Session IV—“What Should Be the Artistic Objectives of Your Orchestra?”
Panelists:
Louise Spizizen — Music Critic, La Jolla Light; L.A. Times, San Diego Edition; Applause Magazine
Janos Gereben — Music Editor, San Jose Mercury/News
Stan Gilbert — Principal Bassist, Long Beach Symphony
Eloise Sitverson — President, La Jolla Civic/University Symphony Association
Walter Dahlin — Conductor, Chico Symphony
Don Ray — Conductor, C.O.T.A. Orchestra; Member, Music Staff of CBS

4:00 - 5:00 p.m.
“Volunteers—They Make It Work!”—Cuyamaca
Chairman—Doreen Mauk — Board of Directors, Sacramento Symphony
Speakers—Joan Newberg — Executive Director of San Fernando Valley Arts Council
Margaret Kelly — Former Vice President, Volunteer League of San Fernando Valley

6:00 - 7:00 p.m.

7:30 p.m.
Young Artists Showcase—Chairman, Mrs. Irving Goldstein, San Francisco Symphony Foundation — Laguna Ballroom

SATURDAY, JULY 15, 1978
8:30 a.m.
Registration — Ballroom Foyer

9:00 - 9:30 a.m.
“Minority Employment in the Arts”—Cuyamaca
Chairman, Joe Westmoreland, Administrator of Orchestral Training Program for Minority Students, Los Angeles Philharmonic

9:30 - 10:30 a.m.
General Session: “Government Funding”
Chairman—Mrs. Roderick Dewar, Legislative Chairman, ACSO—Cuyamaca
Speaker—William K. McClelland, President of California Confederation of the Arts; Community Affairs Manager, Music Center Operating Company

10:30 - 11:00 a.m.
ACSO Annual Meeting — Cuyamaca
Presiding: Robert Caufield, General Manager, San Jose Symphony; President ACSO Board of Directors
11:00 - 12:00 noon
General Session: "How to Sell Tickets" — Cuyamaca
Chairman—John Hyer, General Manager, Long Beach Symphony
Speaker—Ted Cramer, Director of Marketing, State of North Carolina Division of the Arts, North Carolina Department of Cultural Resources

12:00 noon
Cash Bar — Ballroom Foyer

12:30 p.m.
Luncheon—Victor Borge, Speaker—Laguna

2:00 - 3:30 p.m.
General Session: "Corporate Support — How To Get It" — Cuyamaca
Chairman: Stewart Comer—General Manager, Fresno Philharmonic
Panelists:
- Jerold Panas — Jerold Panas and Partners, Inc.
- Mrs. Clare Schweikart — Sacramento Symphony Association
- Richard Wright — San Jose Symphony
- Walter Eichner — Executive Director, Atlantic Richfield Foundation
- Don Jones — Chevron, USA
- Colburn S. Wilbur — Executive Director, David and Lucile Packard Foundation

3:30 - 4:30 p.m.
Concurrent Sessions:
Educational Activities — Chairman, Preston Siedman, Music Department, California State University, Fullerton — San Diego
Panelists:
- Frank Bliss — Educational Activities Coordinator, San Francisco Symphony
- Thelma Schultz — Manager, Marin Symphony

Budgeting and Accounting — Chairman, Jim Dees, Manager Intern, Contra Costa Symphony — 326-328
Speaker—Susan Hooper Billstein, President, Hooper Billstein & Associates

3:30 - 5:30 p.m.
Successful Benefits — Chairman, Thelma Schultz, General Manager, Marin Symphony — San Fernando
Panelists:
- Mrs. Jason (Helen) Carlisle, President, Chico Symphony Advisory Board
- Mrs. Guy C. (Sylvia) Evans, President, Conejo Symphony Guild of CLC-Conejo Symphony Orchestra
- Mrs. Lawrence (Diane) Shoenerock, President, Santa Rosa Symphony League
- Euphemia Warren, Vice President, San Diego Symphony Association Board
- Mrs. Edward (Sally) Buckley, Pasadena Symphony Juniors

4:30 - 5:30 p.m.
Grantsmanship—Chairman, Clifton Swanson, Conductor, San Luis Obispo Symphony — San Diego
Panelists:
- John Hyer, General Manager, Long Beach Symphony
- Harold Lawrence, General Manager, Oakland Symphony
Youth Orchestras — "Relationship of Youth Orchestras to Other Orchestras in the Community" — 326-328
Chairman, Tom Osborn, Conductor, CSUN Youth Orchestra
Panelists:
- Barry Brisk, Conductor, Youth Symphony West
- Larry Granger, Conductor, Southeast Youth Symphony
- Doreen Mark, President, Sacramento Youth Symphony
Arts Advocacy—Chairman, Mrs. Roderick Dewar, Legislative Chairman, ACSO — 330-332
Panelists:

Rhoda Williams, Performing Arts Coordinator, Human Resources Development Institute, AFL-CIO
June Guttfleisch, Director of Intercommunity Arts Projects, San Diego

6:30 p.m.
Buses leave for Pops Concert at San Diego State University Open Air Theatre — front entrance

8:00 p.m.
San Diego Symphony Pops Concert, Charles Ketcham, Conductor
Victor Borge, Guest artist

SUNDAY, JULY 16, 1978
9:00 a.m.
General Session: “ASOL Update” — Speaker, Karney Hodge, President, American Symphony Orchestra League, Board of Directors; Past President ACSO — Cuyamaca

9:30 - 11:00 a.m.
General Session: “Four-Part Harmony — or Disharmony?”
Moderator: Robert Caulfield, General Manager, San Jose Symphony
Panelists:

Board President — Paul J. Stevens, San Diego Symphony
Conductor — Dr. Frances Steiner, Carson Community Orchestra
General Manager — Peter Pastreich, San Francisco Symphony
President Women’s Auxiliary — Margaret Hunter, Long Beach Symphony

11:00 - 12:00 noon
ACSO Board Meeting — Cuyamaca

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS 1977 - 78

Executive Committee
President: Robert L. Caulfield,
San Jose Symphony
Vice President — South: Richard Bass,
San Diego Symphony
Vice President — North: James M. R. Glaser,
Monterey Symphony
Secretary: Doreen Maup, Sacramento Symphony
Treasurer: Dori Barnes, Pasadena Symphony
Pasadena Symphony
Immediate Past President: Richard H. Wright,
San Jose Symphony
Member-at-large: Don Jones, San Jose Symphony
Member-at-large: Mrs. Roderick Dewar,
Monterey Symphony

Board of Directors
Ann Bedau, Conejo Symphony
Nancy Berto, Santa Rosa Symphony
Rita Bland, Pasadena Symphony
Stewart Comer, Fresno Philharmonic
Walter Dahlm, Chico Symphony
Denis de Coteau, Oakland Youth Symphony
Jim Dees, Contra Costa Symphony
Carmen Dragon, Glendale Symphony
John Farrer, Kern Philharmonic
Genevieve S. Fisher, Santa Barbara Symphony
Ernest Fleischmann, Los Angeles Philharmonic
Mrs. Irving Goldstein, San Francisco Symphony Foundation
Karney Hodge, Fresno Philharmonic
John Hyer, Long Beach Symphony
Osie Lawrence, Oakland Symphony
Ethel London, Oakland Youth Symphony
Mrs. Allan McFarland, Kern Philharmonic
Pat Merdith, Ventura County Symphony
John Mortarotti, Master Sinfonia Chamber Orchestra
Thomas Osborn, CSUN Youth Orchestras
Thelma Schultz, Marin Symphony
Mrs. Harry Lee Smith, La Jolla Symphony
Mrs. Stuart Squair, San Francisco Symphony
Dr. Preston Stedman, California State University, Fullerton
Clifton Swanson, San Luis Obispo Symphony
James A. Swift, L.A. Solo Repertory Orchestra