Association of California Symphony Orchestras
13th Annual Conference

**Keys for Survival**

August 13-16, 1981
Mills College, Oakland
A.C.S.O. CONDUCTORS WORKSHOP
AUGUST 13 - 16, 1981

Mills College, Music Building
Master Teacher: Daniel Lewis, Conductor and
Music Director, Pasadena Symphony; Conductor,
U.S.C. Symphony; Director, Graduate Studies
Program in Conducting, U.S.C.
Working Orchestra: Present and former members
of the Oakland Symphony Youth Orchestra,
Kent Nagano, Conductor
Workshop Coordinator: John Mortarotti

The following sessions are open to the public:
Thursday 1:00 - 4:00 p.m.
Friday 8:30 - 10:45 a.m.
1:30 - 4:30 p.m.
Saturday 1:00 - 4:00 p.m.
7:00 - 10:00 p.m.

Workshop Participants
Carl O. Bangs - Conductor, Berkeley Chamber Orchestra
John Larry Granger - Conductor, Southeast Youth Symphony
Eric Eugene Hanson - Music Director and Conductor,
Young Peoples Symphony Orchestra of the East Bay
Jonathan Khuner - Conductor, Prometheus Symphony;
Conductor, Diablo Youth Orchestra
Masatoshi Mitsumoto - Conductor, Laguna Chamber Orchestra;
Associate Conductor, Japanese Philharmonic of Los Angeles
Henry Peter Rosack - Conductor, San Jose City College Orchestra;
Conductor, College of Notre Dame Orchestra
Frances J. Steiner - Music Director, Combined Community Orchestra of Carson and Dominguez Hills University Orchestras
Elise Unruh - Conductor, Santa Barbara Youth Symphony

Auditors
Greg Angeloni - Instrumental Music Director, San Leandro High School
Ross Bergantz - Conductor, West Valley Symphony
Leopold Cichocki - Director, High Desert Symphony
Mark Doerner - former Music Director, Camarillo Community Orchestra
Christine Lemmon - Graduate Student Conductor,
San Jose State University Symphonic Wind Ensemble;
Conductor, Saratoga High School
Anthony Mazzaferro - Director of Orchestra and Bands,
Northgate High School
David Soss - Associate Conductor, Contra Costa Youth Symphony
Larry Sutherland - Director of Bands, California State University at Fresno; Musical Director, Tulare County Symphony

A.C.S.O. CONFERENCE SCHEDULE
THURSDAY, AUGUST 13

12:00-4:30 - CONFERENCE REGISTRATION - Lucie Stern
2:00-3:00 - OPENING SESSION

Welcome - Stern 107
Stewart Comer: President of A.C.S.O.
Harold Lawrence: President and Executive Director, Oakland Symphony

"From the Conductor's Point of View"
Calvin Simmons: Music Director and Conductor, Oakland Symphony

3:00-4:30 - CONCURRENT SESSIONS

"Planning Ahead the Major Key for Survival"

Five Year Plans for Regional and Metropolitan Orchestras - Stern 6
*Harold Lawrence: President and Executive Director, Oakland Symphony

Five Year Plans for Community, Urban and Chamber Orchestras - Stern 35
"Blueprint for Security"
*Barbara Boudreau: Marketing Director, Former Manager of the Sacramento Symphony
Gay Gartin: Manager, Modesto Symphony
Doreen Mauk: President, Sacramento Youth Symphony

Auxiliary Planning - Stern 107

"Supporting Sections Tune for the Future"
*Sandra Harvey: Immediate Past President, Livermore Amador Symphony Guild
Katherine Buchanan: Chairman Volunteer Council, San Francisco Symphony
Mary Culp: Executive Director, San Francisco Volunteer Bureau
James Dees: Partner, Samira Baroody Associates

* chairman
THURSDAY, AUGUST 13 (Continued)
8:00 CONCERT - OAKLAND SYMPHONY CHAMBER ORCHESTRA - Music Building
Kent Nagano conducting
   Handel: Concerto Grosso, Op. 6 No. 6
   Schubert: Incidental Music to Rosamunde
   Mendelssohn: Symphony No. 4 in A Major, Op. 90
   "Italian"

PRESIDENT'S RECEPTION FOLLOWING CONCERT
Oakland Symphony Guild serving

FRIDAY, AUGUST 14
8:30-4:30 CONFERENCE REGISTRATION - Lucie Stern

9:00-10:45 - GENERAL SESSION

"Where Will the Money Come from in the 80's - Federal, State, Business or ???" - Mills Meeting Room
   *Don Jones: Manager of Education, Arts, Industrial Advertising, Programs/Chevron USA
   Sandra Salyer: Director of Community Relations, Mervyn's Department Stores
   Leonard Fleischer: Arts Programs Public Affairs Department, Exxon Corporation
   Colburn S. Wilbur: Executive Director, The David and Lucile Packard Foundation
   Ellyn Berk: Vice President, Ruder & Finn Fine Arts, New York

11:00-12:00 - YOUNG ARTISTS SHOWCASE - Music Building

   *Mildred Goldstein
   Nina Bodnar-Horton: Violin
   David Burkhart: Trumpet
   Mayumi Ohira: Violin
   Judith Sandavol: Piano
   Paul Perry: Accompanist

12:15-1:30 - LUNCH - College Green

Special Guest
   Catherine French: Chief Executive Officer, American Symphony Orchestra League

* chairman

FRIDAY, AUGUST 14 (Continued)
1:30-3:00 - CONCURRENT SESSIONS

"Road to the Future - Planned Giving" - Stern 35
   *Alfred G. Wardley: Consultant in Deferred Giving
   Robert L. Hobson: Vice President, Bank of America, Trust Department
   Glen A. Wardhaugh: Director Deferred Gifts
   Children's Hospital

"How to Raise Money and Influence People" - Stern 107
   *Pam Lee: Past President, Stockton Symphony League
   *Muriel Chimiklis: Past President, Stockton Symphony League
   Betsy Squair Richanbach: Jr. Women's Committee, San Francisco Symphony - "It's a Trip"
   Carolyn Salciccia: President, San Jose Symphony Auxiliary - Decorator Showcase
   Phoebe Farnam: Fresno Symphony League - Fresno T.V. Auction
   Jeanette Doxsee: President, Napa Valley Symphony League - Domino Tournament/Catering Service
   Kathy Conley and Chi Chi Wood: Merced Symphony League - "Pops Goes 'Round the World"

"Unique Events for Fun and Profit" - Stern 101
   *Richard Wright: General Manager, San Jose Symphony

3:15-4:45 - CONCURRENT SESSIONS

Meetings for all orchestra components according to category.

Regional/Metropolitan Orchestras - Stern 35
   "Carrying Your Story to Your Community: P.P.R.A.M. Is Not a Railroad"
   *Dan Pavillard: Executive Director, Long Beach Symphony

Community/Urban Orchestras - Stern 107
   *Fay Gartin: General Manager, Modesto Symphony
   Thelma Schultz: Marin Symphony
   Pierce Carson: President, Board of Directors, Napa Valley Symphony
   Norma Hatfield: President, Board of Directors, Livermore Amador Symphony

* chairman
FRIDAY, AUGUST 14 (Continued)

Chamber Orchestras - Stern 34
*A Round Table Discussion of our Successes and Problems*
*Marian Kohlstedt: Manager, Trinity Chamber Orchestra
*Merle Bowen: Conductor, Trinity Chamber Orchestra

Youth Orchestras - Stern 6
*Ethel London: Manager, Oakland Symphony Youth Orchestra
*Richard Adams: Supervisor of Music, Oakland Public Schools
*James Hogan: Executive Director, California Youth Orchestra
*Vera Olmstead: Manager, Marin Youth Orchestra
*Stewart Robertson: Conductor, San Jose Symphony Youth Orchestra

Music Festivals
*Barbara Beerstein: Manager, Cabrillo Music Festival
*Stewart Comer: General Manager, Fresno Philharmonic
*Joan Dwyer: Festival Administrator, San Luis Obispo Mozart Festival
*Laurie MacDougall: formerly Associate Creative Director — Norman, Craig and Kummel, New York

3:15-4:45 — "FROM MAO TO MOZARD: ISSAC STERN IN CHINA," Presented by Harmony Film Group in - Mills Meeting Room

5:00-6:30 — DINNER - Founders Commons

6:00 — BUS TO SAN FRANCISCO - White Hall

7:00-8:00 — TOUR DAVIES SYMPHONY HALL
Guides: San Francisco Symphony Volunteer Council

8:00-9:00 — C.A.M.I. PARTY — WATTIS ROOM, DAVIES SYMPHONY HALL
Hosts: Columbia Artists Management, Inc.
*Andrew S. Grossman: Vice President, Director of Sales
*Robert Kay: Pacific Coast Representative

SATURDAY, AUGUST 15

8:30 - 4:30 — CONFERENCE REGISTRATION - Lucie Stern

9:00-10:30 — CONCURRENT SESSIONS

"Especially for Conductors" - Stern 6
*Clifton Swanson: Conductor, San Luis Obispo Symphony
*John Finner: Conductor, Kern Philharmonic
*Corrick Brown: Conductor, Santa Rosa Symphony
*Kent Nagano, Assistant Conductor, Oakland Symphony

"Making Music for Children" - Stern 101
*Jerome Neff: Artistic Director, "Wee Pals" Concerts
*Joan Hadley: Docent Chairman, Sacramento Symphony League
*Morrie Turner: Cartoonist
*Marilyn Mindell: Founder, Peninsula Arts for Youth Society for San Mateo County

"How the Board Relates" - Stern 107
*Bette Murton: Manager and Past President, Marin Symphony
*Adrienne Morgan: Board Member, Pasadena Symphony
*Nicholas Dibiaso: President, Fresno Philharmonic
*D. R. Phillips: Member, Past President, Santa Barbara Symphony Association

"Working with the Arts Council" - Stern 35
*Sue Dewar: Past President and Legislative Chairman, A.C.S.O.
*Marl Young: President, California Arts Council
*William B. Cook: Director, California Arts Council

11:00-12:00 — GENERAL SESSION

"Section 504 - The Handicapped and You" - Music Building
*Speaker - Ed Roberts: Director, Department of Rehabilitation, State of California
*James Dees: Partner, Samira Baroody Associates

12:30-2:30 — LUNCH - College Green

* chairman
SATURDAY, AUGUST 15 (Continued)

Donald Pippin: Musical Director of Pocket Opera
Presents, "Opera for Dessert" - Mills Meeting Room

2:30-4:30 - CONCURRENT SESSIONS

"Selecting Literature for 'Successful' Orchestra
Concerts - What Does This Mean in Programming
'Contemporary' Music?" - Stern 100
*John Mortarotti: Conductor, Coordinator
Conductors Workshop
Kent Nagano: Assistant Conductor Oakland
Symphony, Music Director Berkeley Symphony
Andrew Imbrie: Composer, University of
California at Berkeley
Charles Shere: Music Critic, Oakland Tribune
Michael Steinberg: Artistic Advisor, San
Francisco Symphony

"Leadership Styles - Discover Yours" - Stern 107
*Kay Stoeve: Vice President, A.C.S.O.
Arthur Jacobus: General Manager, Oakland
Symphony

"Marketing: How to Build and Diversify Your
Audience" - Stern 101
*Ellie Mednick: Public Relations & Marketing
Director, Marin Symphony
Anita S. Moceri: Moceri Public Relations
Tom O'Connor: Director of Marketing, San
Francisco Opera
Joan Meister: Public Relations Coordinator,
Stanford Lively Arts
Steve Spiro: Marketing Research, Store Audits

5:00-6:00 - NAPA VALLEY WINE TASTING
Outside Founders Commons
Napa Valley Symphony Association -
Marian Lindner, President
Wines by Robert Mondavi, Inglenook, Charles
Krug and Christian Brothers
Cheese tasting by Marin French Cheese Company

5:00-6:30 - DINNER - Founders Commons

5:00-6:00 - WINE IN RESIDENCE HALL, - Reinhardt

5:00-6:30 - DINNER - Founders Commons

* chairman

SATURDAY, AUGUST 15 (Continued)

7:30-9:00 - "FROM MAO TO MOZART: ISSAC STERN
IN CHINA," presented by Harmony Film
Group - Mills Meeting Room

8:00 - CONDUCTORS WORKSHOP CONCERT
Music Building

9:30 - "MILLS MADNESS" - A Comic Review, - Reinhardt Hall
Directed by Ellie Mednick, Marin Symphony and
Richard Wright, San Jose Symphony
B.Y.O.B.

SUNDAY, AUGUST 16

8:30-1:30 - CONFERENCE REGISTRATION -
Lucie Stern Hall

9:00-9:45 - "ASOL, NEA, CAC, ETC" - Stern 100
Dale Kobler: National Endowment of the Arts
Regional Coordinator, Pacific States
Karney Hodge: Past Chairman,
American Symphony Orchestra League
Sue Dewar: Legislative Chairman, A.C.S.O.

10:00-11:30 - "The Successful Symphony Orchestra -
What Makes it Work?" - Stern 100
*Arthur Jacobus: General Manager, Oakland
Symphony
Richard Wright: General Manager, San Jose
Symphony
David Ramadanoff: Conductor
Jean Squair: Arts Administrator, Golden Gate
University
Stuart Gronningen: Principal Horn, Oakland
Symphony
Bauer E. Kramer and Alvin Ziegler: Board
of Directors, Oakland Symphony

11:30-12:00 - A.C.S.O. ANNUAL MEETING

11:00-12:30 - LUNCH - Founders Commons

12:30 - A.C.S.O. JOINT BOARD MEETING -

* chairman
SPECIAL EXHIBITS

Lucie Stern Hall - Rooms 26 and 27
Gwen Erickson, Coordinator

A.C.S.O. Young Artists Showcase

Columbia Artists Managements, Inc.
Andrew S. Grossman, New York
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Oakland Convention and Visitors Bureau
San Francisco Symphony Volunteer Council
Oakland Symphony Staff and Guild
Mills College Conference Staff
Napa Valley Symphony Association
California Arts Council
David & Lucile Packard Foundation
Chevron, U.S.A.

In addition to the above, I would like to thank those who served as chairmen, panelists, and speakers during the conference, and the following people for their special pre-conference help: Adele Himes, Cindy Cutting, Judy Strellis, Kay Stoever, Sue Dewar, June Anderson, Dorthy Snow-Gordon, and Sally Sutherland, but most of all, THANKS TO YOU for attending, “Keys for Survival”!

Conference Chairman

1981


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Sacramento Youth Symphony

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