CHARTING A SOUND COURSE

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

14TH ANNUAL CONFERENCE
AUGUST 12 THROUGH 15, 1982

University of California, Santa Barbara
On behalf of the Board of Directors of the Association of California Symphony Orchestras, I welcome you to the 1982 Annual Conference, our fourteenth. We have assembled an outstanding group of experts for this year's conference who will share their ideas and experiences with you. The conference also offers a timely opportunity to talk with other attendees who are involved in similar areas with their own orchestras.

Many people have worked hard to put this conference together. While I can't list them all in this space, I do want to thank the Santa Barbara Symphony and the Music Department of the University of California at Santa Barbara for their invaluable assistance. We should all note with much gratitude the financial support of the California Arts Council and Chevron U.S.A. With particular pleasure, I want to thank our vice-president and conference co-chairman Geoffrey Brooks for his massive effort in putting this conference together.

Stewart Comer, President
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Pre-Conference Brochure Design
Paula Schwab

GENERAL INFORMATION
Registration will take place on Thursday, 10 AM–6 PM; Friday, 8 AM–5 PM; and Saturday, 8 AM–5 PM, outside Music Department offices.
Emergency numbers for fire, police, or medical assistance: 961-2221 or use emergency phones in red boxes.
Police (non-emergency) 961-3444
Hospitality and Display Area will be in Rooms 1231 and 1232, the hours coinciding with conference panel sessions.
Recordings of sessions will be available in the display room during the conference.
Smoking should be limited to session breaks due to the limited size of the meeting rooms.

CONFERENCE PROGRAM
THURSDAY, AUGUST 12

10 AM–6 PM
Conference Registration
12–1 PM
Lunch
De la Guerra Commons
1–2 PM
ACSO Board Meeting
Music Department Conference Room
2–2:30 PM
WELCOME
Lotte Lehmann Hall
Stewart Corner, President
Association of California Symphony Orchestras
Kay Walsh, Co-Chairman
ACSO Conference
Frank Collura, Music Director
Santa Barbara Symphony
2:30–4 PM
OPENING SESSION
Lotte Lehmann Hall
"The Arts in the '80s"
Schuyler Chapin, Dean
School of the Arts, Columbia University
Chairman of the Board, American Symphony Orchestra League

Since 1976 Schuyler G. Chapin has been dean of the School of the Arts at Columbia University. He recently became the chairman of the American Symphony Orchestra League's board of directors and serves as special consultant to the Carnegie Hall Corporation. He is the past general manager of the Metropolitan Opera Association and was executive producer of Amberson Productions, where he created musical films for television with his partner Leonard Bernstein. Mr. Chapin is former vice-president of the Lincoln Center for the Performing Arts and former vice-president of Columbia Records.
4-5 PM  
"California Arts Council Update"  
Lotte Lehmann Hall  
Karerney Hodge, Chairman, California Arts Council  
William Cook, Executive Director, California Arts Council

5-6 PM  
Opening of display and hospitality area with opportunity to meet artist management representatives  
Rooms 1231 and 1232

6 PM  
Santa Maria-style barbecue featuring music by "Goldie and the Lickin' Good"  
Goleta Beach, hosted by ACSO

FRIDAY, AUGUST 13

7-8 AM  
Breakfast  
De la Guerra Commons

9-11 AM  
"Solving the Problems of Urban and Community Orchestras"  
Room 1219  
Moderator:  
Ila Winterbourne, Manager  
Ventura County Symphony  
Panelists:  
Eva Holberg, President/Manager  
Palisades Symphony  
Martha Rockey, Head of Office Staff  
Santa Rosa Symphony  
Michael Stamp, Manager  
Santa Cruz Symphony  
James Swift, Music Director  
Los Angeles Solo Repertory Orchestra  
"The Management Perspective: Metropolitan, Regional, and Major Orchestras"  
Room 1207  
Moderator:  
Richard H. Wright, General Manager  
San Jose Symphony  
"Viewpoint Development: Staff and Boards: The Successful Team Approach"  
Room 1145  
Moderator:  
Betty Multyan, General Manager  
Marin Symphony  
Panelists:  
Pierce Carson, President ex officio  
Napa Valley Symphony  
G. Michael Gehret, Director of Development  
San Francisco Symphony  
Barbara Schaal, Board of Directors  
Oakland Symphony Orchestra

11-12 NOON  
"How Orchestras and Other Disciplines Cope in Today's Economy"  
Room 1250  
Moderators:  
Julie Duke, Executive Director  
Los Angeles Chamber Orchestra  
Schuyler Chapin, Dean  
School of the Arts, Columbia University  
Lynn Jorgenson, Executive Director  
The Art Museum Association

12-1:30 PM  
OUTDOOR LUNCHEON  
De la Guerra Commons Lawn  
Guest Speaker:  
Glynn Ross, General Director  
Seattle Opera  
"The Art of Selling is Buying"

Glynn Ross, now in his eighteenth season as general director of the Seattle Opera, continues to build the company with the same enthusiasm for innovation that has helped place it among the top half-dozen opera companies in the nation.

Known for the presentation of two complete cycles (in English and in German) of Richard Wagner's monumental "The Ring of the Nibelungs," Mr. Ross brings a special quality of intense and unorthodox excitement to the world of opera.

He has served on the board of the National Opera Institute and on the opera section of the music advisory panel of the National Endowment for the Arts for eight years. He is also noted for the founding of OPERA AMERICA.

Mr. Ross's accomplishments and innovations in opera have been noted nationally and internationally by TIME, THE NEW YORKER, NEWSWEEK, THE NEW YORK TIMES, DIE WELT, and many others.
FRIDAY, AUGUST 13 (continued)

2-3 PM
GENERAL SESSION
"Opportunities and Non-Opportunities for Orchestras"
Lotte Lehmann Hall
Guest Speaker:
Franz Allers, Master Teacher
1982 ACSO Conductors Workshop

4 PM
Busses depart from Music Building for trip to Firestone Vineyards

5-6:30 PM
Wine tour and tasting at Firestone Vineyards

6:30 PM
Box dinner at vineyard

7:15 PM
Busses depart from Firestone for Young Artists Concert at
St. Mark's Episcopal Church

7:45-9 PM
Young Artists Showcase
Lisa Bentfield Thorman, Pianist
Gordon Halligan, Flutist
Christopher Trytten, Classical Guitarist
Page Woodworth, Violinist

St. Mark's Episcopal Church was dedicated in January 1982. The extensive use of long-grained fir on the interior is in keeping with the arts and crafts movement in England, which was prevalent from 1850 to 1920. The outside of the church is stained redwood, which will fade, in time, to its natural color. The four hundred-year-old font was taken from a church in England. The architectural design by Richard Barrett is noted for producing the outstanding acoustical properties present in the church.

9 PM
Busses depart from St. Mark's for return to Music Building

SATURDAY, AUGUST 14

7-8 AM
Breakfast
De la Guerra Commons

9-10:30 AM
"Critiquing Grant Requests: Criteria Used by Corporate/Private Foundations to Evaluate Grant Requests"
Room 1145
Co-Speakers:
Priscilla Peuser, Program Associate
Irving Foundation
Don Jones, Manager
Arts, Education and Institutional Advertising, Chevron U.S.A.

"The Growing Impact of Electronic Media on the Arts"
Room 1219
Moderator:
Harold Lawrence, Recording and Television Producer
Panelists:
Julie Duke, Executive Director
Los Angeles Chamber Orchestra
Richard H. Wright, General Manager
San Jose Symphony
Claire McCance, Director of Corporate Development of Programs,
Falcon Communication
Audrey Baird is known for her enthusiasm and effectiveness in audience-building campaigns. Presently she serves as the director of audience development for the Milwaukee Symphony Orchestra and is a member of the board of directors of the American Symphony Orchestra League, as well as an arts consultant to symphony orchestras, opera, ballet, theater and arts councils. In 1980 she received the Wisconsin Conservatory of Music Distinguished Service to Music Award, and is a former recipient of the American Symphony Orchestra League Award for Distinguished Service to Symphony Orchestras.

**10:30 AM - 12 PM**

"Long-Range Planning: At the Helm for Smooth Sailing"
Room 1219
Moderator: George Sinclair, General Manager
Napa Valley Symphony
Panelists: Margaret Smith, Board of Directors
Santa Rosa Symphony
Marian Lindner, President
Board of Directors, Napa Valley Symphony Association
"The Role of the Corporate Volunteer in an Arts Organization"
Room 1250
Co-Speakers: Carson Wiley, Director of Community Relations
Tosco Corporation
Judy Johnson, Service Program Coordinator
Atlantic Richfield Corporation
"How to Get the Million-Dollar Gift"
Room 1145
Guest Speaker: Jerold Panas, Executive Partner
Jerold Panas, Young and Partners, Inc.

Gary Graffman, one of the most acclaimed pianists of our time, made his debut at the age of eighteen with Eugene Ormandy and the Philadelphia Orchestra. Since then he has traveled the world over playing the most demanding works in piano literature. His most recent recording, featuring Gershwin's "Rhapsody in Blue" with Zubin Mehta and the New York Philharmonic, has become the bestselling disk ever made by that orchestra.

Born in New York of Russian parents, Mr. Graffman studied with Isabelle Vengerova, Vladimir Horowitz, and Rudolf Serkin. In 1949 he won the esteemed Leventritt Award and began concertizing with leading American orchestras.

At the present time Mr. Graffman is teaching piano at the Academy of the West.
2 - 3:30 PM
"Arts Advocacy: Music Leads the Way"
Room 1250
Moderator:
Sue Dewar, President ex officio
Association of California Symphony Orchestrers
Panelists:
Arthur Doherty, Chairman
CMEA Legislative Action Committee
June Guthrie, Executive Director
California Confederation of the Arts
Monte LaBonte, Chairman
Fine Arts Department, Saddleback College
"Advanced Management: It is NOT Lonely at the Top"
Room 1219
Guest Speaker:
Dan Pavillard, Executive Director
Long Beach Symphony
"Benefit Ideas for Boards and Auxiliaries"
Room 1145
Moderator:
Suzanne Bracht, President ex officio
San Diego Women’s Committee

3:30 - 5 PM
"How to Get Your Story Across: A Professional Approach to Public Relations"
Room 1145
Moderator:
Richard H. Wright, General Manager
San Jose Symphony
Panelists:
Ellie Mednick, Director of Marketing and Public Relations
Marin Symphony
John Roszack, Current Affairs Producer
KOED-TV, San Francisco
Marilyn Tucker, Critic
SAN FRANCISCO CHRONICLE
"A Practical Approach to Financial Management for Nonprofit Organizations"
Room 1219
Guest Speaker:
Jim Huser, Senior Consultant
Management Advisory Services, Price Waterhouse
"The Role of the Board: Legal Responsibilities and Liabilities/ Attracting New Board Members"
Room 1250
Guest Speaker:
Hilary Hubbsch Cohen, Esq.
Memel, Jacobs, Pierno and Gersh

5 - 6 PM
Artists Management reception in display and hospitality area
Rooms 1231 and 1232

5:30 - 6:30 PM
Dinner
De la Guerra Commons

8 PM
DEBUT PERFORMANCE
Santa Barbara Symphony Chamber Orchestra
Frank Collura, Conductor
Kaaren Herr-Erickson, Soloist
Campbell Hall, UCSB

Program:
Barber "Knoxville Summer of 1915"
Kaaren Herr-Erickson, Soprano
Mozart Symphony No. 35 in D Major
"Haffner." K. 385

Reception immediately following in the University Center, hosted by the Santa Barbara Symphony Association Board of Directors

"Electrifying performance (Le Sacre du Printemps) . . . Collura has done wonders with the orchestra . . . he has molded the ensemble into a smooth and tight organization . . . and has given the orchestra a new vigor and drive." — SANTA BARBARA NEWS PRESS

"She acts well; her timing is impeccable, and her sense of musical line, wonderful." — SAN FRANCISCO EXAMINER
7-8 AM  
Breakfast  
De la Guerra Commons  

9-11 AM  
"The Music Director and the Board: Formulating Artistic Policy"  
Room 1250  
Moderator:  
John Farrer, Music Director  
Bakersfield Symphony  
Panelists:  
Robert Jones, Executive Director  
Los Angeles Master Chorale  
Richard Bass, Director of Classical Division  
Regency Artists  
"Educating the Audience"  
Room 1219  
Guest Speaker:  
Joan O'Connor  
O'Connor Public Relations  
"Time and Stress Management"  
Room 1207  
Guest Speaker:  
Gerald Abbott, Senior Consultant  
Performex  
"Season Ticket Sales: You Can't Sell Them for Half Price the Next Day"  
Room 1145  
Guest Speaker:  
Audrey Baird, Director of Audience Development  
Milwaukee Symphony Orchestra  

11-11:45 AM  
Annual Meeting of the Association of California Symphony Orchestras  
Lotte Lehmann Hall  
Chairman:  
Stewart Comer, President  
Association of California Symphony Orchestras  

12-1 PM  
Lunch  
De la Guerra Commons  

12-1 PM  
ACSO Board Meeting  
De la Guerra Commons Annex  

CHECK OUT BY 3 PM  

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Special thanks to the following individuals for their generous commitment in time and services: Clifton Swanson, Barbara Schaaf, Genevieve Fisher, Elissa Strauss  

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