Government - Its Role in the Arts

16th Annual Conference
August 16 - 19, 1984

Hotel El Rancho Resort
and Conference Center
Sacramento, California
On behalf of the Board of Directors of the Association of California Symphony Orchestras, I welcome you to the 16th Annual Conference.

The theme of our conference -- "Government: Its Role in the Arts" is not really a new one as those of you who have been reading the Association newsletter and following the arts budget on its journey through the California legislature know. Advocacy, and ways to protect and encourage the health of the performing arts will be particularly emphasized this first day of our meeting. Please be sure to take advantage of the time that has been set aside for you to lobby your individual legislators.

There are so many people who have worked hard to make 1984's conference unique. Space limits me in thanking each one individually, but I do want to express my deep appreciation to our fine Conference Committee who have worked so long and devotedly to make the next few days possible. Our appreciation also goes to our host orchestra this year, the Sacramento Symphony.

The California Arts Council and Chevron U.S.A. have made this 16th Annual Conference possible and it is with gratitude that the Association acknowledges their generous financial support.

We also want to thank the outstanding group of experts who will share their ideas and expertise with you. And, especially we want to thank YOU, the members and participants in this Conference -- your support and enthusiasm make the difference.

Again, welcome to the 1984 Association of California Symphony Orchestra's Annual Conference. I look forward to meeting as many of you as possible in the next few days.

Betty Mulryan, President
Association of California Symphony Orchestras
CONFERENCE COMMITTEE

Conference Coordinator
Peg Henley

Legislative Day
Muriel Johnson, Chairman
Moni Van Camp, Vice Chairman

Host Orchestra, Sacramento Symphony
Benjamin Greene, General Manager

California Young Artists Showcase Competition
Marian Kohlstedt

Artists Management Exhibits
Barbara Schaaf

Treasurer
Barbara Boudreaux
Stewart Comer
Michael Gehret
Ann Geisler
Sharon LeeMaster
Doreen Mauk
Betty Mulryan
Clare Schweickart
Richard Wright

GENERAL INFORMATION

Registration will take place on Thursday, 8AM — 5 PM
Friday, 8 AM - 4 PM and Saturday, 8 AM - 4 PM in the lobby of the Hotel El Rancho.

Emergency Numbers:
FIRE: 371-4321; SHERIFF: 372-2044
AMBULANCE: 372-3212

Hospitality and Exhibits will be in the Center Court Hallway
Smoking should be limited to session breaks due to the limited size of the meeting rooms.

CONFERENCE PROGRAM

THURSDAY, AUGUST 16

8:30 - 5 PM
Conference Registration

9:45 AM
OPENING GENERAL SESSION, Hotel El Rancho
Forest Hills/Wightman Cup Rooms
Betty Mulryan, President
Association of California Symphony Orchestras

10:00 - 10:45 AM
Effective Advocacy Techniques - A Guide for the Inexperienced
Forest Hills/Wightman Cup Rooms
Terry Anderson, Consultant to the California Senate Select
Committee on Citizen Participation in Government

10:45 - 12:00 PM
Government and the Arts: What is its Role?
Forest Hills/Wightman Cup Rooms
Moderator:
Stephen Goldstine, President
San Francisco Art Institute
Panelists:
Assemblyman San Farr, 28th District
Jonathan C. Lewis, President
J. Lewis Associates
To be announced

12:00 - 1:30 PM
Keynote Luncheon
Plaza Four Seasons
Welcome, Mayor Anne Rudin
Senator John Garamendi,
Keynote Address

SENATOR JOHN GARAMENDI
Elected Senate Majority Leader by his colleagues in 1980, Sen. Garamendi
is a ten-year veteran of the California State Legislature. He represents
one of the largest districts in the state, including parts of the mountains of eastern California, the San Joaquin Valley, and the Sacramento-Stockton metropolitan area. Sen. Garamendi serves on six Senate committees, including the Joint Committee on the Arts, and has played an important role in major economic development, public health, welfare reform, and environmental protection legislation.

1:30 - 4:45 PM
Shuttle buses depart from Hotel El Rancho for State Capitol every half hour.
Return shuttle leaves State Capitol (10th St. entrance) every half hour, starting at 1:45 PM. Last shuttle leaves the Capitol at 4:45 PM.

1:30 - 4:00 PM
Visits with legislators at the State Capitol
Please check at registration table for scheduled visits.

2:30 - 3:30 PM
V.I.P. tours of the State Capitol
Please check at registration table for information and reservations.

6 PM
Concert with Musicians from the Sacramento Symphony
William Barbini, Concertmaster
Kineko Okumura, Violin
Theresa Keene, Piano
Forest Hills Room
Piano Courtesy of Proul and Sons Piano Company, Sacramento

6:30 - 7:30 PM
Cocktail Reception
Hosted by the Boards of Directors of the Association of California Symphony Orchestras and the Sacramento Symphony Association
Plaza Paloma Terrace

FRIDAY, AUGUST 17

7:15 - 8:30 AM
“Black Coffee” Seminar on Recruiting, Training and Motivating Volunteers
Ralph Black, Vice President
American Symphony Orchestra League
Conference Room 1

Ralph Black
Ralph Black is Vice President of In-field Consulting at the American Symphony Orchestra League. A nationally recognized leader in the or-

cherta field, his experience includes top management positions with the National Symphony Orchestra, Chattanooga Symphony, Buffalo Philharmonic, and Baltimore Symphony. He also managed the National Ballet for eleven years before joining the American Symphony Orchestra League in 1973. Mr Black is the 1982 recipient of the Louis Sudier Award for "distinguished service to the profession of symphony orchestra management".

8:00 AM - 4:00 PM
Conference Registration

8:45 PM - 10:15 AM
How to Make a Meeting Work
Conference Room 1
Muriel Johnson, President
Crocker Art Museum Association

How to Ask for A Major Gift
Board Room
Moderator:
Clare Schweickart, Director of Development
Sacramento Symphony
Panelists:
Robert E. Henley, First Vice President
Sacramento Symphony Association
Oleta Lambert, President
Sacramento Symphony Association
Richard Wright, Executive Director
San Jose Symphony Orchestra

Marketing and Public Relations 'Know-how' to Sell Out the House
Conference Room 2
Panelists from orchestras with success stories who will share their techniques. (Bring your brochures for a critique.)

10:30 AM - 12:00 PM
How to Recruit and Train Volunteers
Determining qualifications, marketing the job, volunteer's needs, volunteer contracts and training, and evaluating volunteer performance.
Conference Room 2
Barby Pulliam, Immediate Past President
Tierra del Oro Girl Scout Council

Telemarketing
The pros and cons of using a professional telemarketing firm for subscription and fundraising campaigns including a discussion of the basics of designing and implementing a telemarketing campaign.

Board Room
Moderator:
Laurel Dickranian, Director of Annual Support
San Francisco Symphony
Panelists:
Stephen Dunn, President
Stephen Dunn & Associates
Carol Phillips Brubaker, President
Cabree Marketing

Projecting Attendance at Concerts
A complete method for estimating attendance, ticket pricing and budget setting which will allow the arts manager to accurately project budgets. Easily comprehended and can be used with a computer.
Conference Room 1
Larry Davidson, Associate Director
University Events and Services, Stanford University
LORIN HOLLANDER
Recognized as one of the great musicians of our time, pianist Lorin Hollander is in the 27th season of a professional career that began with a Carnegie Hall debut at the age of eleven. He has performed with virtually every major orchestra in the world and has appeared extensively on network and public television. Also renowned as a philosopher and teacher of teachers, Lorin Hollander is one of our most influential artists and thinkers. His recent lectures on the interrelationship of musical psychological, and creative processes have provided a framework and focus for the current reevaluation of arts and arts education.

2:00 - 3:30 PM
Artistic Policy: A Balancing Act
Who do you try to please - the critic or the ticket buyer?
Board Room
Moderator:
Richard Wright, Executive Director
San Jose Symphony Orchestra
Panelists:
Corrick Brown, Conductor and Music Director
Santa Rosa Symphony
Phillip Greenberg, Conductor
Fresno Philharmonic Orchestra
Carter Nice, Music Director and Conductor
Sacramento Symphony

Myths and Strategies in Presenting Your Organization’s Proposal to Grantmakers
Ways and methods to secure funding from private and business foundations
Club Room
Eric Peterson, Program Officer
William and Flora Hewlett Foundation

Annual Budget, Monthly Financial Reporting, and Control
Orchestrating the budget performance, keeping track of cash, controls and their application, and computers for productivity and savings.
BEATRICE W. VRADENBURG
Manager of the Colorado Springs Symphony since 1955, Beatrice Vradenburg also serves as financial consultant to several civic organizations including the Colorado Springs Dance Theatre, Troupe of American College Players and Joy of Movement. Mrs. Vradenburg is chairman of Foundation Gifts, totaling $4.1 million, for the Citizens of Theatre/Auditorium, presently under construction. Her honors include the Governor's Award for Outstanding Contribution to the Arts in 1977, Mayor's Award for Excellence in the Arts in 1978 and the Louis Sudler Award in 1981.

10:30 AM - 12:00 PM
Successful Fundraising Events
Conference Room 3
Panelists:
Carol Casper, Chairman, “Peninsula Music Fair”
Los Angeles Philharmonic
Gertilda Conti, Chairman, “Festival Fly-away”
Los Angeles Philharmonic
Mireya Jones, Past Chairman, “Pasadena Showcase House of Design”
Los Angeles Philharmonic
Jane Logan, Chairman, “50th Anniversary Ball”
Oakland Symphony

Artist Booking - Is There a Painless Path?
Club Room
Moderator: Irene Klug, Orchestra Manager,
Fresno Philharmonic Orchestra
Panelists:
Michael Blachly, Director of Sales, Pacific Coast
Columbia Artist Management, Inc.
Max Gershunoff
Maxim Gershunoff Attractions, Inc.

Public Relations ‘How-to’: Practical Tips and Little-Known Techniques
Conference Room 1
Panel: To be announced

Inter-relationships between President, Manager and Conductor - How Does an Organization Operate with Three CEO’s?
Grass Court Room
Moderator:
Richard Wright, Executive Director
San Jose Symphony Orchestra

Panelists:
Carl Cookson, Immediate Past President
San Jose Symphony Orchestra
Karen Kimes, Executive Director
Pasadena Symphony Orchestra
David Ramadanoﬀ, Conductor Music Director
Master Sinfonia, Vallejo Symphony

12:00 - 12:30 PM
Artists Management Reception
Wimbledon/Davis Cup Halls

12:30 - 2:00 PM
Luncheon
Wimbledon/Davis Cup Rooms
Setting Orchestra Goals, or Never Hire an Arts Administrator
Peter Pastreich, Executive Director
San Francisco Symphony

PETER PASTREICH
During Mr. Pastreich’s six years as Executive Director of the San Francisco Symphony, the orchestra has doubled its budget and its income from ticket sales, eliminated deﬁcit, added to its endowment, founded a youth orchestra, signed a recording contract with Philips Records, syndicated radio broadcasts and made its first American tours in 30 years. Prior to being appointed in 1978, Mr. Pastreich served in the same position at the Saint Louis Symphony Orchestra for 12 years. A member of the executive committee of the American Symphony Orchestra League, Mr. Pastreich has taught its course in orchestra management for the last eleven years.

2:00 - 2:15 PM BREAK

2:15 - 3:45 PM
Organizing the Annual Fund Campaign
Who will give, when they will give, how much they will give, setting goals, identifying and recruiting campaign leadership and workers, organizing and implementing the effective campaign.
Conference Room 3
Michael Gehret, Director of Development
San Francisco Symphony

Employee Performance Appraisal Process
A Growing Volunteer Force: The Young Professionals
Forming a new support group, determining policy and philosophy, social activities, fundraising and coping with growing pains.
Grass Court Room
Suzi Rupp, Assistant Director of Development
Sacramento Symphony
Patricia J. Smith, Chairman
San Francisco Symphony 500
Fred Teichert, Past President, EnCorps
Sacramento Symphony

6:00 and 6:15 PM
Bus departs for Old Sacramento Boat Dock

6:30 - 8:15 PM
River Cruise on the River City Queen

6:30 and 6:45 PM
Bus departs from hotel for Firehouse Courtyard

6:45 - 10:30 PM
Dixieland jazz for dancing and Hearty Hors-d'oeuvres (No-host bar) Firehouse Courtyard

9:30, 10:00, 10:30, 11 PM
Bus departs from Firehouse Courtyard for hotel

SUNDAY, AUGUST 19

8:30 - 10:30 AM
Breakfast
Davis Cup Room
From Survival to Success - Strategic Management (for Board, Staff and Volunteers)
Richard H. Davis, author of “Strategic Management of Not-for-Profit Organizations” (Praeger/CBS of New York, 1984)

RICHARD H. DAVIS
In March of 1983, Richard Davis joined San Diego’s Central Savings and Loan Association as Vice President, Equity Lending, a department he established and continues to head. From 1977 to 1981, he was the Executive Director of the San Diego Economic Development Corporation where he created 25,000 private sector jobs with major Japanese and U.S. corporations, establishing San Diego as an international business place. As a board member or chair of twenty-five not-for-profit organizations during the last 20 years, Mr. Davis has broad experience in their management and has written two books on strategic planning which help close the gap between management of for-profit and not-for-profit organizations.

10:30 - 10:45 AM BREAK

10:45 - 12:00 PM
EARTHQUAKE SESSION WITH THE ‘MOVERS AND SHAKERS’
Straightforward answers to an orchestra’s most difficult questions
Davis Cup Room
Ralph Black, Moderator
Richard Bass, Executive Director of San Diego Symphony
San Diego Symphony
Carl Cookson, Past President
San Jose Symphony
Joel Elias, Principal Trombone
Sacramento Symphony
Michael Gehret, ACSO President-elect
Director of Development, San Francisco Symphony
William Glackin, Music Critic
Sacramento Bee
Joyce Johnson-Hamilton, Music Director and Conductor
Napa Valley Symphony
Oleta Lambert, President
Sacramento Symphony Association
Betty Mulryan, ACSO President
General Manager, Marin Symphony
Carter Nice, Music Director and Conductor
Sacramento Symphony
Ronal Ravenscroft, Conductor/Musician/Composer
Beatrice Vradenburg, General Manager
Colorado Springs Symphony
Richard Wright, Executive Director
San Jose Symphony
June 11 - 15, 1985
Joint ACSO - ASOL CONFERENCE
St. Francis Hotel
San Francisco

CONFERENCE SUPPORTERS AND DONORS
California Arts Council
California Almond Growers Exchange
Chevron U.S.A., Inc.
Marin French Cheese Company of Petaluma
Robert Mondavi Winery
Proul and Sons Piano Company, Sacramento
Sacramento Symphony Association
Sacramento Symphony League
Weinstock's

CONFERENCE EXHIBITORS AND REPRESENTATIVES
American Artists Management, Inc. (415) 569-5589
Eleanor Monfredini
Harry Beall Management (213) 675-6451
David Lieberman
California Artists Management (415) 641-5656
Donald E. Osborne or (415) 824-8442
Classic Management (818) 846-6869
Mary Beth Teen
Columbia Artists Management, Inc. (213) 461-3401
Michael Blachly, Andrew Grossman, Mary Jo Rogers
Concert Promotional Service (213) 434-1374
Marianne Marshall
Concert Society of California (714) 537-8571
Tom Moon
General Arts Management, Inc. (416) 862-7267
Peter J. Sever
Max Gershunoff Attractions, Inc. (212) 752-5925
Max Gershunoff
Robert W. Gewald Management, Inc. (212) 753-0450
Robert M. Gewald
ICM Artists, Ltd. (212) 556-5600
John Anderson
IMG Artists (formerly Hamlen/Landau) (212) 877-8597
Elizabeth Roberts
Lee McRae Personal Representative (415) 848-5591
Lee McRae
Kathleen Roach, Pianist (213) 933-4454
Jonathan Wentworth Associates, Ltd. (914) 472-4272
Martha Wentworth
Young Concert Artists, Inc. (212) 307-6655
Nancy Wellman

ACSO EXECUTIVE BOARD
1983-84
President
Betty Mulryan, Marin Symphony
1st Vice President
Michael Gehret, San Francisco Symphony
2nd Vice President
Barbara Schaaf, Oakland Symphony
Secretary
Adrienne Morgan, Pasadena Symphony
Treasurer
Barbara Boudreaux, California Chamber Arts Association
Past President
Stewart Comer, Music from Bear Valley
Members at Large
Don Jones, Chevron U.S.A.
Jerry Kleinmann, San Diego Symphony
Sharon LeeMaster, COMBO
Clare Schweickart, Sacramento Symphony

BOARD OF DIRECTORS
1983 - 1984
Florence Barker, San Jose Symphony
Dori Barnes, Pasadena Symphony
Barbara Boudreaux, California Chamber Arts Association
Geoffrey Brooks, La Jolla Chamber Music Society
Pierce Carson, Napa Valley Symphony
Stewart Comer, Music from Bear Valley
Pauline Fisher, Santa Rosa Symphony
Ernest Fleischman, Los Angeles Philharmonic
Fay Gartin, Modesto Symphony
Michael Gehret, San Francisco Symphony
Robert Harth, Los Angeles Philharmonic
Arthur Jacobs, Oakland Symphony
Don Jones, San Jose Symphony, Chevron U.S.A.
Marian Kohlstedt, Trinity Chamber Orchestra
Jerry Kleinmann, San Diego Symphony
Sharon LeeMaster, COMBO
Ethel London, Oakland Symphony
Adrienne Morgan, Pasadena Symphony
Betty Mulryan, Marin Symphony
Thomas Morgan, Pepperdine University Orchestra
John Pereira, Symphony of the Mountain
Barbara Schaaf, Oakland Symphony
Clare Schweickart, Sacramento Symphony
Ilia Winterbourne, Ventura County Symphony
WE'RE LOOKING FOR A CONDUCTOR!

The Nova Vista Symphony, a community orchestra based in the Palo Alto area, is seeking a conductor/music director beginning with the 1985/6 season.

Conductor would be responsible for selecting program and soloists, preparing orchestra for 4 concerts per year. Should be familiar with major orchestral works and able to work with various levels of amateur musicians.

If interested, please send a resume to the NOVA VISTA SYMPHONY, P.O. Box 60294, Palo Alto, CA 94036.

THE NOVA VISTA SYMPHONY ASSOCIATION
To honor a long and valued association Chevron has established the Carmen Dragon Memorial Music Scholarship.

Carmen Dragon
1914-1984

With the death in March of Academy and Emmy-Award-winning conductor/arranger Carmen Dragon, the Bay Area lost one of its brightest native sons. Born in Antioch, educated at San Jose State, and leader of popular dance bands during his college years. Dragon continued to be a force in the Bay Area music community even after he moved to Hollywood’s radio and movie studios.

For over 20 years, he directed the Chevron School Broadcast, was a conductor of the San Francisco Symphony Summer Pops “Standard Hour” series, and served as a guest conductor of 51 orchestras in the West and Southwest through Chevron’s Community Concert series.

We mourn his loss. But we celebrate his talent through an annual $5,000 scholarship to be awarded a promising student of orchestration, arranging and transposing at one of the 19 California State University campuses.
1985-86 Season Artists

Instrumentalists
Robert Hagopian piano
Claude Halffter piano
David Northington piano
Katharina Wolpe piano
Daniel Kobialka violin
Geraldine Kallifatidou viola
Alexandra Hawley flute
Rene Clement record
guitar
George Sakellariou guitar

Chamber Ensembles
Annadama Trio
Bulgarian Quartet
Chanticleer
Clemencic Consort
Collegium Vocale
Francesco Trio
Hawley/Hagopian Duo
London Chamber Players
Trio Concertante

Special Attractions
Landsberg & Yount
piano duo
Mime Musica
Mother Lode Troupe

Conductors
Antonello Allemandi
Rene Clement
Joseph DeRugeris
Stefan Minde

Sopranos
Rebecca Cook
Mary Costa
Evelyn de la Rosa
Magda Kalmar
Katalin Kasza
Mady Mesple

Mezzo-sopranos
Donna Bruno
Stephanie Friedman
Leslie Richards
Anita Terzian

Counter-tenor
Henri Ledroit

Tenors
Jean Dupouy
John Duykers
Peter Jeffes

Baritones
John Matthews
Sandor Solyom-Nagy

Bass-baritone
Robert Holl

Basses
Jules Bastin
Kolos Kovats

California Artists Management
23 Liberty Street • San Francisco, CA 94110 • 415/824-8442
Susan Endrizzi
Donald E. Osborne