FACE THE MUSIC

FINANCIAL DISASTER: AVOIDANCE & RECOVERY

19th Annual Conference
Association of California Symphony Orchestras

August 13–16, 1987
Sheraton Round Barn Inn
Santa Rosa
Hosted by the Santa Rosa Symphony
Welcome ACSO

Belleek

Waterford

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SINCE 1915

637 FOURTH STREET — DOWNTOWN SANTA ROSA

CHINA — SILVER — CRYSTAL — STAINLESS — LINENS — GIFTS — BOOKS
STATIONERY — ART & ENGINEERING — OFFICE SUPPLIES & FURNITURE
FROM ACSO'S PRESIDENT

On behalf of the ACSO Board of Directors, the Santa Rosa Symphony Association and beautiful Sonoma County, I am pleased to welcome you to the 19th conference of the Association of California Symphony Orchestras - our state's unique organization representing symphony orchestras, musicians, leagues/guilds, boards and management. This lovely setting belies the seriousness of the conference theme, “Face the Music: Financial Disaster - Avoidance and Recovery”, so that, while we enjoy the charms of the Redwoods Music Festival and the Robert Mondavi Winery in Napa, we are also dealing with the serious issues that concern the very survival of our own and other orchestras.

The conference committee has been tenacious in finding top-notch panelists and speakers to address these mutual concerns. Please thank them and the presenters when you see them. And remember, during the conference your contribution is equally essential: to probe ideas from these experts; challenge Ralph Black at the Earthquake Session and Black Coffees; pick one another's brains while socializing. Participate in every way possible. We are gathering in an open-forum/open-air setting. No matter how small or large your organization, let's all jump into the fray.

ACSO is working hard to represent you, not only at this conference, but throughout the year. Learn more about us and the services we provide such as networking, consultants, workshops, newsletters and job announcements. Your individual membership and the membership of your organization shape our survival too. Kris Saslow, ACSO's Executive Director, will be visible at this conference. Find her if she doesn't find you first. Let's get to know each other!

We look forward to your participation and then to your comments and evaluation following the sessions. I personally welcome you and hope to meet you as we “Face the Music” together. — Pauline Fisher

1987 ACSO CONFERENCE

Conference Chairman - Donald E. Osborne
Site Coordinator - Jean Reed
Host Orchestra - The Santa Rosa Symphony
Pauline Fisher, General Manager

Conference Committee
Yale Abrams
Polly Fisher
Benjamin Greene
Karen Kimes
Marian Lindner
Ethel London
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Laura McCrea
Kris Saslow
George A. Sinclair

Young Musician's Survival Seminar
John Larry Granger
Marianne Marshall

Arts Patron Award Committee
Sue Dewar
Deborah Rutter

Press Coordinator
Arthur Starkovich

ACSO wishes to thank the Santa Rosa Symphony League for its time and expertise, especially Louise Johnston, Judy Shannon, Krista Whipple and Sue Wood.

Conference Registration & Tickets:
Hotel Lobby
Hours: Thursday, August 13 12:00 - 5:00 pm
Friday, August 14 8:00 am - 5:00 pm
Saturday, August 15 8:00 am - 5:00 pm

Conference registration and tickets can be paid for by cash or check only payable to ACSO. Tickets for meals and concerts cannot be exchanged or refunded.

Display Area: Orchestra and artist brochures
Message Board • Complimentary Coffee
Hotel Lobby

Note: Due to the size of meeting rooms, smoking will be limited to session breaks.
1986 - 87 CONTRIBUTORS

The Association of California Symphony Orchestras gratefully acknowledges the support of its many good friends whose contributions help ACSO to continue its service to the orchestra community.

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The Association of California Symphony Orchestras is supported in part by a grant from the California Arts Council.

CONFERENCE PROGRAM

THURSDAY, AUGUST 13, 1987

12:00 - 5:00 pm
Lobby
12:00 - 1:30 pm
Golden Gate C
2:00 - 3:00 pm
Nagasawa Room

REGISTRATION

ACSO Board of Directors
(closed)

GENERAL SESSION

Karen R. Dobbs is Vice President and Director of Programs for the American Symphony Orchestra League. Prior to this appointment, Ms. Dobbs served as General Manager for The Louisville Orchestra for three years. She has also served as General Manager of the Charlotte Symphony Orchestra and Manager of the American Wind Symphony in Pittsburgh. In addition to her management experience, Ms. Dobbs' extensive administrative experience includes terms as President of both the Regional Orchestra Managers Association and the Southeastern Regional and Metropolitan Orchestra Managers, as member of the Orchestra Panel for the National Endowment for the Arts' Music Program, and as member of the Orchestra Management Fellowship Program Task Force, serving four of her seven years as chairman.

WELCOME
Pauline Fisher, President, ACSO
Karen R. Dobbs, Vice President and Director of Programs, American Symphony Orchestra League

EARTHQUAKE PANEL
Moderator:
Ralph Black, Vice President, In-Field Consulting, American Symphony Orchestra League
Panelists:
Yale Abrams, President, Santa Rosa Symphony
Cathy Barnett, Press Democrat Staff Writer
Peggy Duly, San Diego Symphony Volunteer
David Gilmore, President, Santa Cruz County Symphony Guild
Stuart Groningen, Oakland Symphony Musician's Association
Doug McLendon, President, San Jose Symphony
Patricia Mitchell, Management Consultant
THURSDAY, AUGUST 13, 1987, continued

Mary Newkirk, General Manager, Long Beach Symphony
Carter Nice, Music Director, Sacramento Symphony
Juan Carrillo, Deputy Director, California Arts Council
Kathleen Lane Reynolds, Musician
Edith Roberts, President, Pasadena Symphony
Jon Robertson, Conductor & Music Director, Redlands Symphony
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

4:30 - 5:30 pm
Restaurant Terrace
Cocktail Reception
Sponsored by:
Bristol America Hotel Management Group, Inc.
Operators for the Sheraton Round Barn Inn
Columbia Artists Management, Inc.
Crystal Geyser Water Company

6:00 pm
Nagasaki Room
Keynote Dinner
Welcome: Corrick Brown, Music Director, Santa Rosa Symphony
Guest Speaker
William B. Cook, Director American Inroads, San Francisco New Performance Festival
Wine courtesy of the Sonoma County Wineries Association

FRIDAY, AUGUST 14, 1987

7:15 - 8:30 am
Black Coffee
Another Round
Ralph Black
Coffee served at Friday and Saturday
Black Coffees' courtesy of Arnie Carston and the World of Carpets

8:00 am - 5:00 pm
Lobby
9:00 - 10:30 am
Golden Gate A
REGISTRATION
YOUNG MUSICIAN'S SURVIVAL SEMINAR I
Know Your Options: Solo Career vs. Orchestra Career
Moderator:
Ha Winterbourne, General Manager, Ventura County Symphony
Panelists:
Diane Comstock, Santa Rosa Symphony Musician, Teacher
Larry Granger, Conductor, South Coast Symphony
Ira Lehn, Principal Cellist, Stockton Symphony
Marianne Marshall, Concert Promotion Service
Cynthia Weichel, Manager, Sonoma County Junior Symphony
ACSO gratefully acknowledges Chevron U.S.A. Inc. for sponsoring the Young Musician's Survival Seminar. This contribution is made to honor Don Jones.

9:00 - 10:30 am
Golden Gate B
Education & Youth Orchestras
Moderator:
Greg Phillips, Director of Youth Programs, Marin Symphony
Panelists:
Paul A. Bissinger, Jr., San Francisco Board of Governors, Youth Orchestra Committee Chairman
Hugo Rinaldi, Conductor/Music Director, Marin Symphony Youth Orchestra, Piccola & Marin Opera
FUNDRAISING: Organizing for Success
Moderator: G. Michael Gehret, Development Director, San Francisco Symphony
Panelists: Miriam Abrams, Executive Director, Bay Area Women’s Philharmonic Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

YOUNG MUSICIAN’S SURVIVAL SEMINAR II: Know Your Profession: Steps to a Musical Career
Moderator: Ila Winterbourne, General Manager, Ventura County Symphony
Panelists: Corrick Brown, Music Director, Santa Rosa Symphony Jennifer Duston, General Manager, Napa Valley Symphony John Larry Granger, Conductor, South Coast Symphony Lynn Johnson, West Coast Supervisor, A.F. of M., Symphony Dept. Ira Lehn, Principal Cellist, Stockton Symphony

EDWARD BIRDWELL
Edward Birdwell recently assumed the post of Executive Vice President of the Seattle Symphony. Formerly Director of the Music Program of the National Endowment for the Arts, Mr. Birdwell has served as Orchestra Manager for the Boston Symphony, Executive Director for the Los Angeles Chamber Orchestra and as Deputy Director/Manager of Concert Operations at Carnegie Hall in addition to his extensive background in freelance consulting, long range planning, board development and marketing. Mr. Birdwell comes to the Seattle Symphony following a landmark season in which the organization balanced their budget - for the first time in ten years - and realized a surplus.

MARKETING IN HARD TIMES
Moderator: Ellie Mednick, Marketing Director, Marin Symphony
Panelists: Linda Mazley, Marketing Consultant Mary Newkirk, General Manager, Long Beach Symphony

CRITICS DURING CRISIS: The Role of the Press When an Orchestra is in Trouble
Moderator: Carol Handelman, General Manager, New Contra Costa Symphony
Panelists: Paul Moor, Regional Correspondent Musical America, Contributing Editor High Fidelity Richard Pontius, Music Critic, San Francisco Examiner
FRIDAY, AUGUST 14, 1987 continued

3:00 - 4:30 pm
Golden Gate B

LABOR RELATIONS:
A Discussion of Contract Negotiations
from the Perspective of the Union & Management

Moderator:
Benjamin Greene, Executive Director,
Sacramento Symphony

Panelists:
Michael Allerton, Executive Director,
San Jose Symphony
Thomas Derthick, Principal Bass,
Sacramento Symphony
Lynn Johnson, West Coast Supervisor,
A.F. of M., Symphony Dept.
Patricia Mitchell, Management Consultant
Ted Morgan, Orchestra Manager, Santa Rosa Symphony

3:00 - 4:30 pm
Golden Gate C

GOVERNMENT AND THE ARTS:
A View from Washington and Sacramento

Donald E. Fraher, Director of Government Affairs, American Symphony Orchestra League
Susan Hoffman, Executive Director, California Confederation of the Arts

5:00 pm

Board buses for Piper Sonoma Cellars at hotel entrance

5:30 - 7:30 pm

Redwoods Summer Music Festival
Piper Sonoma Cellars
Ryan Brown, Artistic Advisor
Steven Doane, Cello
Jane Marsh, Soprano
String Quartet
J.S. Bach, Suite for Solo Cello
Respighi, Il Trombeto
Wolf, Morike Lieder, arr. for voice and string quartet by Claus Adam

Hors d'oeuvres donated by John Ash & Company and served by the Santa Rosa Symphony League. Flowers donated and arranged by Elaine St. Sure.

Dinner on your own

SATURDAY, AUGUST 15, 1987

7:15 - 8:30 am
Another Round
Cocktail Lounge

8:00 am - 5:00 pm
Lobby

9:00 - 10:30 am
Nagasawa D

9:00 - 11:00 am
Golden Gate A

PRESIDENT'S DAY

Black Coffee
Ralph Black

REGISTRATION

BOARD RESPONSIBILITIES
Speaker
Karen R. Dobbs, Vice President and Director of Programs, American Symphony Orchestra League

SYMPHONY LEAGUE WOW!
EVENTS
Moderator:
Wilma Gibbs, Past President & Advisor, Marin Symphony League

Panelists:
Rummage Sale '87
David Gilmore, President, Santa Cruz County Symphony Guild
Benz to Beethoven
Barbara Harris, President, Sacramento Symphony League
1987 Celebration Raffle
Janet Kirsch, Alice May, Marin Symphony League Co-Chairmen
Champagne Picnic Lunch
Barbara McElrath, East Bay II League, San Francisco Symphony
Cuisine Fantasy
Sara Mullarkey, Chairperson, Orange County Philharmonic Society

Volunteer Profile
Suzanne Parkhurst, Board of Governors, Education Chairman, San Francisco Symphony

STAFF PEER FORUMS
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George A. Sinclair, Orchestra Manager, Sacramento Symphony
Discussion Leaders:
Development Directors
Cynthia S. Wills, Director of Development, Sacramento Symphony
General Managers/Executive Directors
(Budgets over $500,000)
Mary Newkirk, General Manager, Long Beach Symphony
Nancy Meier is manager of the Arts and Culture Council of the San Francisco Chamber of Commerce. During her tenure, Ms. Meier has directed the San Francisco Business Volunteers for the Arts and served as West Coast Regional Director for the program. She has coordinated a number of special events for the Chamber of Commerce and, in 1985, she received a special Award of Honor from the San Francisco Arts Commission. Ms. Meier began working with the Business Volunteers program in Seattle, establishing a program which eventually involved 130 volunteers assisting in over 65 organizations. She had previously served as Executive Director of the Washington State Artsplan developing the state's long-range arts programs, and was President and Director of the Arts Alliance of Washington State.

Ms. Meier is extremely active in the Bay area arts community, serving on numerous boards of directors, committees, task forces, and arts councils.

SHOULD THE GOVERNMENT BAIL YOU OUT?
The Role of Government with Symphonies in Crisis
Moderator:
Leni Isaacs Boorstin, Public Affairs Manager, Los Angeles Philharmonic
Panelists:
The Honorable David Berto, Vice Mayor, City of Santa Rosa
John T. Kehoe, President, Sacramento Symphony, President, John T. Kehoe, Inc.
Dennis Mangers, V.P., Governmental Affairs, California Cable Television Assoc.
Mary Newkirk, General Manager, Long Beach Symphony

BALANCING ARTISTIC QUALITY WITH FINANCIAL STABILITY
Moderator:
Mitchell Sardou Klein, Music Director, Mid-Peninsula Symphony, Santa Cruz County Symphony
Panelists:
Susan Endrizzi, California Artists Management
Elliot Klein, Organizational Grants Coordinator for Music, California Arts Council
Robert McMullin, Executive Director, Pasadena Symphony
4:45 pm  
Board buses to Robert Mondavi Winery at hotel entrance

6:00 pm  
Robert Mondavi Winery

7:15 pm  
**DINNER**
Welcome
*Duo-Pianists, Landsberg & Yount*

ACSO wishes to thank Robert Mondavi and Margrit Biever for providing the winery tour and the winetasting for conference delegates. ACSO also wishes to thank the Napa Valley Symphony Association and League for preparing and serving hors d'oeuvres.

The pianos at tonight’s concert are provided courtesy of Yamaha Music Corp., U.S.A. Landsberg & Yount are proud to participate in the 1987 Celebration of Yamaha's 100th Anniversary.

Masters of a repertoire from contemporary to classical, duo-pianists Landsberg & Yount's four hands on two keyboards are nothing short of dazzling. "They brought down the house," wrote Phil Elwood of the San Francisco Examiner of a recent performance. Since their meeting in a San Francisco piano dealership, Landsberg & Yount have pooled their talents, creating a stage show that combines technical wizardry with comic banter. An arranger, producer and music director, Norman Landsberg has toured extensively with the Pointer Sisters and Lenny Williams, and made numerous television appearances including "The Tonight Show," "The Helen Reddy and Flip Wilson Shows," and "Rock Concert." As a pianist, actor and director, Robert Blue Yount has been involved in almost every facet of the entertainment field. He has made numerous stage, screen and television appearances, and has toured extensively with Peter Nero.

SUNDAY, AUGUST 16, 1987

8:30 am  
Nagasawa D

**ACSO ANNUAL MEETING**
No-Host Breakfast

Election of 1987-88 Board of Directors
All delegates welcome
Pauline Fisher, President

No-host Continental Breakfast is $5.00.
You may purchase your ticket at the registration desk Thurs. 12 pm through Fri. 5 pm. You need not purchase breakfast to attend the Annual Meeting.

10:00 am  
Nagasawa A

**ROUNDTABLE DISCUSSIONS**
BUMM/Board, Union, Management, Musicians
Jack Palacios, Chairman, Santa Rosa Symphony Orchestra Committee
California Arts Council
Elliot Klein, Organizational Grants Coordinator, Music
League Fundraisers/Nuts and Bolts
Computerizing Middle-Size Symphonies
Didi DeGolia, Season Ticket Chairman
Ted Morgan, Computer Systems Manager
Margaret Smith, Operations Manager
Youth Education
Ethel London, former Manager, Oakland Youth Orchestra

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DEL ROSENFIELD ASSOCIATES, INC.
welcomes you to the
19th Annual ACSO Conference
We alert you to the availability of
our California-based artists

Margaret Batjer
violinist
February 13-15, 1987: San Jose Symphony
October 10-11, 1987: Vallejo Symphony
October 24-25, 1987: Chico Symphony

Paul Fried
flutist
Currently, Orange County Pacific Symphony
New York Chamber Symphony
Waterloo Music Festival, New Jersey
and the appearances in San Francisco on the Today's Artists Concerts of

Diana Kacso
pianist
on September 27, 1987 in an all Villa-Lobos Program
and

Leslie Howard
pianist
on December 5, 1987 in Rare and Famous Encores
and

Frieda and Stephen Manes
piano four-hand
on April 16, 1988 in Livermore
on the Del Valle Fine Arts Concert Series

For further information,
please contact us at
714 Ladd Road, Riverdale, Bronx, NY 10471
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