ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

ORCHESTRAS PREPARING FOR THE NINETIES

THE 21ST ANNUAL CONFERENCE
AUGUST 10-12, 1989
THE CENTRE PLAZA HOLIDAY INN
HOSTED BY THE FRESNO PHILHARMONIC

Here's Claudio's Comment
**Orchestras Preparing For The Nineties**

21st Annual Conference of the Association of California Symphony Orchestras

hosted by the Fresno Philharmonic Orchestra
Andrew Massey, Music Director

August 10 - 12, 1989
Centre Plaza Holiday Inn Fresno

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**Artists Roster 1990-91**

**Sopranos**
Martina Arroyo
Julianne Baird
Judith Blegen
Barbara Bonney
Karen Buresh
Teresa Cahill
Karen Erickson
Sylvia Greenberg
Lorna Haywood
Beverly Hoch
Rita Hunter
Julie Kleinste
Young Mi Kim
Bretta Lundell
Edith Mathis
Andrea Matthews
Kay Paschal
Nadia Pelle
Donna Robin
Nancy Shade
Mary Shearer
Gudrun Volker
Siv Wernberg
Karen Williams

**Mezzo-Sopranos**
Janice Baird
Lucille Beer
Karen Brunnisen
D'Anna Fortunato
Shirley Love
Judith Malafonte
Patricia Miller
Marisa Senn
Patricia Spence
Melissa Thurman
Wendy White
Margaret Yauger

**Contralto**
Jane Henschel

**Tenors**
Riccardo Carleo
Carroll Freeman
Jim Garrison
David Gordon
Marcus Maddock
Grayson Hirsh
Richard Leech
Wernon Mit
William Neil
Rodney Nolan
Gillen Siebert
Edward Soeter
Frederick Urrey
Louis Vorcher
Heinz Zednik
Jiangyi Zhang

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Walter Berry
Keith Buteraugh
Rodney Cathy
Hilker Hagegård
Ben Holt
Nickolas Karapetios
Chester Ludgin
Urban Malmborg
Kevin McMillan
William Parker
Julian Patrick
Peter Van Denick

**Basses**
Richard Best
Michael Burt
John Chern
Terry Croak
Richard Cross
Mark E. Doss
Herbert Eckhoff
Leslie Guill
John Osterndoff
Stephen Owren
Marius Rinzi
Malcolm Smith
Dieter Weller
Andrew Wenzel

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Enrica Bongi
Aaron Copland
David Effron
David Epstein
Bruce Futter
Herbert Fritsch
Leopold Hager
Patricia Hardt
Skitch Henderson
Isaiah Jackson
Bernard Klobucar
Michael Korn
Fabio Mecetti
Reinhard Peters
John Rybak
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Klaus Peter Sibbel
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Loris Tjeknavorian

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Thaddeus Motyka
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Paul Badura-Skoda
Angela Cheng
Rudolf Firkusny
Lee Lunsford
Barbara Nussbaum
Ory Shihor

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Glenn Dicterow
Christiane Edinger
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Zvi Zeitlin

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Sieghardt Palm
Leslie Parnass
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Marcy Rosen

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Heidi Lembald

**Flutist**
Bonita Boyd

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Dear Friends,

On behalf of the Board of Directors and staff, I welcome you to Fresno and to ACSO’s 21st Annual Conference.

Our yearly meetings together are important in building and sustaining the relationships and network for mutual support that are vital to each of us and our orchestras. Thank you for your involvement and participation, without which our sessions together would have less impact. The statewide network of individuals and orchestras is integral to our growing strength as an Association.

As we look to the Nineties and take stock in the history and current position of our orchestras, I clearly believe there will be changes. As music sustains our souls, our audiences must sustain our institutions. I hope you find that this conference meets your needs, answers your questions, and helps with the transition into the Nineties.

Have a great conference!

[Signature]
1989 ACSO CONFERENCE

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Louis G. Spisto, Executive Director, Pacific Symphony Orchestra

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Host Orchestra
The Fresno Philharmonic Orchestra
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Conference Registration & Tickets:
Foyer
Hours: Thursday, August 10 8:00 am - 5:00 pm
Friday, August 11 8:00 am - 5:00 pm
Saturday, August 12 8:00 am - 12:00 pm

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

Display Area • Message Board • Orchestra Brochures • Artists Managers' Brochures & Rosters

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

Please wear your name badge at all times.

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The Association of California Symphony Orchestras is supported in part by a grant from the California Arts Council.
THURSDAY, AUGUST 10, 1989

8:00 am - 5:00 pm
Conference Registration
Foyer

9:00 am - 11:00 am
ACSO Board of Directors
Salon D2

11:00 am - 12:30 pm
Staff/Peer Forums I
Salon D1

Coordinator:
Irene Klug Nielsen, Executive Director,
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THURSDAY, AUGUST 10, 1989  Continued

2:30 pm - 4:30 pm
Opening General Session
Salon D2 & D3

Keynote speakers Bradley G. Morison and Julie Gordon Dalgleish, co-authors of Waiting in the Wings and partners of the nationally known firm, Arts Development Associates, Inc. of Minneapolis, will present a provocative and practical seminar on the past, present and future of audience development for the arts. These two dynamic individuals don’t believe you’ve reached the limits of what’s possible in attendance. Just the limits of the methods you’re using.

5:00 pm - 6:00 pm
President’s Reception
(by invitation only)

6:00 pm
Board Buses to Fresno Art Museum

6:30 pm - 8:30 pm
Welcome!
Cocktail Reception
Fresno Art Museum

Hosted by the Fresno Philharmonic Board of Directors

6:30 pm - 7:00 pm
Musicale
Haslop/Sanders Duo
Graciously provided by CCS International

EVENING ON YOUR OWN
FRIDAY, AUGUST 11, 1989

8:00 am - 5:00 pm
Foyer
CONFERENCE REGISTRATION
NEA (35)

9:00 am - 10:30 am
Salon D1
A WINNING GRANT PROPOSAL
Caroline Colburn, Grants Manager, San Francisco Symphony
Susan Stammerger, Development Director, Los Angeles Chamber Orchestra

9:00 am - 10:30 am
Salon D2
WHO ARE THE NEW SUPPORT GROUPS?
Moderator:
Louis G. Spisto, Executive Director, Pacific Symphony Orchestra
Speakers:
George Sebastian, Director of Marketing, Los Angeles Chamber Orchestra
Sally Ketchum, President, Metropolitan League, San Francisco Symphony
Lisa Chase, Marketing & Sales Director, San Diego Symphony

9:00 am - 10:30 am
Salon D3
ALL ABOUT BUDGETS
Cheryl A. Jordan, Business Manager, Los Angeles Chamber Orchestra
Betty Fingold, Financial Analyst, San Francisco Symphony

10:45 am - 12:15 pm
Salon D1
CONTRACTS - WHO NEEDS THEM? WHAT SHOULD THEY SAY?
Moderator:
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra
Speakers:
Kate Akos, Assistant Manager, San Francisco Symphony
Mary Newkirk, General Manager, Long Beach Symphony
George A. Sinclair, Orchestra Manager, Sacramento Symphony

10:45 am - 12:15 pm
Salon D3
CHALLENGES OF THE YOUTH ORCHESTRA
Moderator:
John Larry Granger, Music Director, South Coast Symphony
Panelists:
Richard Bains, Education Director, San Francisco Youth Orchestra
Eric Gratz, Education Director, Fresno Philharmonic Association
Ethel London, Board of Directors, Oakland Youth Orchestra

12:15 pm - 2:00 pm
LUNCHEON
Holy Trinity Armenian Church
2226 Ventura Avenue
(within walking distance)
Speaker:
Andrew Massey, Music Director, Fresno Philharmonic Orchestra
Conjectures and Refutations, or “Beware of the British”

Andrew Massey

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FRIDAY, AUGUST 11, 1989  Continued

2:00 pm - 3:00 pm
ACSO ANNUAL MEETING
Salon A1

3:15 pm - 4:30 pm
EXCITING NEW PROGRAMMING
Salon D1
Moderator:
Miriam Abrams, Executive Director,
Bay Area Women's Philharmonic

Panelists:
Ara Guseleman, Music Administrator,
Los Angeles Philharmonic
Steven Hartke, Composer-in-Residence,
Los Angeles Chamber Orchestra
Elliot Klein, Organizational Grants
Coordinator Music, California Arts
Council
Nan Washburn, Artistic Director,
Bay Area Women's Philharmonic

3:15 pm - 4:30 pm
SPECIALIZED MARKETING
Salon D2
Moderator:
David L. Brown, Director of Marketing,
Los Angeles Philharmonic

Speakers:
George Boomer, Boomer Enterprises
Steven Linder, Asst. Director of
Marketing, Los Angeles Philharmonic
Woods Silleroy, Telemarketing Manager,
Los Angeles Philharmonic

3:15 pm - 4:30 pm
THE DEDUCTIBILITY DILEMMA:
Orchestras, Patrons, and the IRS
Salon D3
Moderator:
George A. Sinclair, Orchestra Manager,
Sacramento Symphony

5:00 pm
Board buses to Woodward Park

5:45 pm
WOODWARD PARK DINNER
Sponsored by:
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Fresno Philharmonic Orchestra
Pops Concert
Andrew Massey, Music Director

Special Guests:
The McLain Family Band

SATURDAY, AUGUST 12, 1989

8:00 am - 12:00 pm
CONFERENCE REGISTRATION
Foyer

9:00 am - 10:30 am
STAFF PEER FORUMS II
Salon D1
Coordinator:
Irene Klug Nielsen, Executive Director,
Fresno Philharmonic Orchestra

9:00 am - 10:30 am
SYMPOSY LEAGUE PART I
Salon D2
Structure, By-laws, Requirements, Committees
Speakers:
Mitch Jericho, Consultant,
Dallas, Texas
Am Vander Ende, President,
Philharmonia Baroque Orchestra

9:00 am - 10:30 am
FOR BOARDS ONLY
(No Staff Allowed!)
Salon D3
Moderator:
John Hartman, President,
San Luis Obispo Symphony

11:00 am - 12:30 pm
CORPORATE SPONSORSHIPS:
How to Get and Manage the New
Corporate Philanthropy
Salon D1
Speaker:
Douglas Kinsey, Director of Marketing,
Dallas Symphony Orchestra

11:00 am - 12:30 pm
SYMPOSY LEAGUE PART II
Motivation and the Future
of Volunteerism
Salon D2
Speaker:
Mitch Jericho, Consultant,
Dallas, Texas

11:00 am - 12:30 pm
LABOR RELATIONS
Musicians: Love 'em or Leave 'em
Salon D3
Speaker:
Wesley O. Brustad, Executive
Director, San Diego Symphony
12:30 pm - 2:00 pm  LUNCHEON  
Yurri Basque Hotel  
2546 Kern Street  
(within walking distance)  
Speaker:  
H. Roger Tatarian,  
Retired President,  
United Press International

3:00 pm - 4:30 pm  EMERGING TRENDS  
IN PLANNING,  
STAFFING AND VOLUNTEER  
FUNDRAISING LEADERSHIP  
Speaker:  
Robert C. Sharp, CFRE, Orange County  
Fundraising Consultant

3:00 pm - 4:30 pm  SYMPHONY LEAGUE PART III  
WOW!! Fundraising Events  
Speaker:  
Mitch Jericho, Consultant,  
Dallas, Texas  
Moderator:  
Pamela Lee, Board of Directors,  
Stockton Symphony  
Speakers:  
A Series of Fabulous Festivals  
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Music for the Heart  
Henrietta Hogopian, Past President,  
Fresno Women's Symphony League  
Race to the White House  
Ruth Van Laven, President,  
Inland Empire Symphony Guild

3:00 pm - 4:30 pm  ORCHESTRA MERGERS:  
A Trend for the Nineties?  
Speaker:  
Dale Needles, Executive Director,  
The Chamber Symphony of  
San Francisco

5:30 pm  Board buses to Sunnyside Ranch

6:00 pm  SUNNYSIDE RANCH BBQ DINNER  
Special Guests:  
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Diana Kacso, piano
Nina Kennedy, piano
Mary Sadovnikoff, fortepiano

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*Margaret Batjer, violin
Nancy Green, cello
Ora Shiran, violin
Hans Roelofsen & Rudolf Senn
Dutch double bass duo

Winds
Paul Fried, flute
Raffaello Orlando, clarinet

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An Evening of American Song
Jackie Cain & Roy Kral
Extraordinary Lives
Jane Kimbrough, actress
Masanobu Ikemiy, piano/harpsichord

*Selected for California Arts Council Touring Roster, 1990—92

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