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22nd Annual Conference
To Lead Orchestras
in

Innovative Directions

Association of California Symphony Orchestras

hosted by

Long Beach Symphony Orchestra
JoAnn Falletta, Music Director

August 9 - 11, 1990
Ramada Renaissance Hotel
Long Beach
FROM ACSO'S PRESIDENT

Dear Friends,

On behalf of the Board of Directors and staff, I welcome you to Long Beach and to ACSO's 22nd Annual Conference!

We have chosen the theme of "Innovative Directions" for the 1990 Conference as it seems to be the key, recurring phrase in all of our discussions about the challenges orchestras face in this last decade of the century. Our intent is to offer ideas and forums for debate at the Conference where we, as volunteers and professionals, can share concerns and . . . innovative ideas. Your participation in this process is vital, so I hope you will take the opportunity to "toot your own horn" so that we may all benefit from your success as well as raise the big issues for debate. Our seminars, speakers, and events promise to be particularly informative and enlightening — we hope you will agree.

Have a great time at the Conference!

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Many thanks to the members of the ACSO Conference Committee and the staff and volunteers of the Long Beach Symphony for their time and commitment to this conference.

Conference Registration & Tickets:
Hours: Thursday, August 9 7:30 am - 5:00 pm
Friday, August 10 7:30 am - 5:00 pm
Saturday, August 11 7:30 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.

— foyer —

Message Board • Registration Desk • Orchestra Brochures
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4:00 pm - 7:00 pm
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Long Beach
Symphony Office
555 E. Ocean Blvd.,
Suite 106

7:30 pm - 8:30 pm
President’s Reception
(by invitation only)

7:30 am - 5:00 pm
Foyer

8:00 am - 12:00 pm
Renaissance I

CONFERENCE REGISTRATION

PERSONAL DEVELOPMENT SEMINAR:

Time Management, Priorities, Lack of Staff, Supervisory Training.

Joseph Truscott, Director of Training,
American Symphony Orchestra League

12:30 pm - 2:00 pm
Renaissance V

OPENING GENERAL LUNCHEON

Host:
Henry Meyer, President, Long Beach Symphony

Guest Speaker:
JoAnn Falletta, Music Director, Long Beach Symphony
“The Opening of the American Mind”

2:30 pm - 4:30 pm
Renaissance II, III

GENERAL SESSION

Innovative Case Studies: Roundtable discussions of creative ideas and success stories with an emphasis on practical solutions and examples.

Format: The case study leader will initiate and prepare agenda, but the discussion will be participatory.

TABLE #1

We have 19,000 School Children
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Charles Barber, Music Education
Director, Santa Rosa Symphony

TABLE #2

Making Your Board a Sales Team

Douglas McLendon, CEO, San Jose Symphony
TABLE #3
Bravo! A Successful Young Professionals' Affiliate
Annette Rocha, President, Long Beach Symphony Bravo!

TABLE #4
An Effective Corporate Sponsorship Program
Nancy Laturno, General Manager, Mainly Mozart Festival, San Diego

TABLE #5
Setting Up the Orchestra's First Music Library
Jim Medvitz, Director of Operations, Pacific Symphony

TABLE #6
Student Rehearsal Program
Priscilla Munson, Assistant Manager, Long Beach Symphony

TABLE #7
Arts Card
John Zorn, Marketing Director, San Jose Symphony

TABLE #8
A Concert in Your Honor . . .
Larry Balakian, Past President, Fresno Philharmonic

TABLE #9
Musicians Are Employees!
David Folsom-Jones, Executive Director, Santa Cruz Co. Symphony

TABLE #10
After the Fall: Chapter 7 Bankruptcy and Its Implications for the Future
Judith Lovell, Executive Director, Oakland East Bay Symphony

TABLE #11
New Angles in Telemarketing
John McElvee, Marketing Director, Pacific Symphony

6:00 pm
WELCOME!
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Don't miss the display of our orchestras' brochures, posters and other promotional materials in the foyer.

— 8 —
Friday, August 10

7:30 am - 5:00 pm
Foyer

CONFERENCE REGISTRATION

8:30 am - 9:45 am
Renaissance V

BREAKFAST

Host:
Erich Vollmer, Executive Director, Orange County Philharmonic Society

Guest Speaker:
Henry T. Segerstrom, Founding Chairman, Orange County Performing Arts Center and Managing Partner, C. J. Segerstrom & Sons

Henry T. Segerstrom

10:00 am - 4:00 pm
Sicilian

TRUSTEES’ DAY

Host:
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

Facilitator:
Larry H. Slesinger, Deputy Director, National Center for Nonprofit Boards

Larry H. Slesinger

10:00 am - 11:15 am
Renaissance I

TICKET SALES CAMPAIGN:
Professionals and Volunteers Working Together

Moderator:
George Sebastian, Marketing Director, Los Angeles Chamber Orchestra

Panelists:
Audrey Baird, Director of Audience Development, Milwaukee Symphony
Jackie Durham, Membership Coordinator, Los Angeles Chamber Orchestra
Ann Giesler, Coordinator for Volunteer Activities, Los Angeles Philharmonic Affiliates

Friday, August 10

Renaissance II

ARTISTIC POLICY IN PROGRAMMING:
The Roles of the Music Director, Executive Director and Trustee

Host:
Denis de Coteau, Music Director, San Francisco Ballet

Panelists:
Ray Bisso, Artistic Policy Committee Chair, Long Beach Symphony
JoAnn Falletta, Music Director, Long Beach Symphony
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

11:30 am - 12:30 pm
Renaissance IV

PEER FORUMS FOR STAFF AND VOLUNTEERS

Forums are for both staff and volunteers for like size orchestras

Coordinator:
Karine Beesley, Executive Director, Ventura County Symphony

- Development Directors
  Ken Goldman, Director of Development, Pacific Symphony

- Marketing Directors
  Barbara Burger, Marketing Director, Santa Barbara Symphony

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  Welz Kaufman, General Manager, Los Angeles Chamber Orchestra

- Metropolitan Managers
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- Urban Managers
  Crickett Handler, Executive Director, San Luis Obispo Co. Symphony

- Community Managers
  Harvey Roth, Executive Director, Conejo Symphony

- Youth Orchestras
  Tristan Janse, Administrative Director, American Youth Symphony
3:15 pm - 4:30 pm  
**Renaissance IV**

**CRISIS MANAGEMENT:**
Avoiding The Worst That Can Happen, But Dealing With It If It Does

Host:
**Larry Balakian,** Past President, Fresno Philharmonic

Speaker:
**Lovetta Kramer,** Kramer Communications

**Renaissance III**

**TALKING TO THE PRESS:**
How To Get The Right Publicity

Host:
**Justin McCarthy,** Marketing Director, Long Beach Symphony

Speaker:
**Vick Knight, Jr.,** Artisan Associates

5:00 pm - 5:30 pm  
Board Shuttle Buses to the Queen Mary

6:00 pm  
**AN EVENING ABOARD THE QUEEN MARY**
Cocktails, Dinner, Concert, Fireworks

**The Angeles Quartet**

*Wine Courtesy of Robert Mondavi Winery, Napa Valley*
7:30 am - 12:00 pm
CONFERECE REGISTRATION
Foyer

8:00 am - 9:00 am
ACSO ANNUAL MEETING
Sicilian

9:00 am - 10:30 am
RECRUITING YOUR BOARD
OF DIRECTORS
Renaissance I

Moderator:
Larry H. Slesinger, Deputy Director,
National Center for Nonprofit Boards

Panelists:
J. Stuart Fishler, Jr., Board of Directors,
Los Angeles Chamber Orchestra

G. Michael Gehret, Development
Director, San Francisco Symphony

Henry Meyer, President, Long Beach
Symphony

10:45 am - 12:15 pm
FUND RAISING:
Identifying, Cultivating and Soliciting
Individual Donors

Speakers:
G. Michael Gehret, Development
Director, San Francisco Symphony

Jennifer F. Diener, V.P./Development,
Board of Directors, Los Angeles
Chamber Orchestra

Sicilian

ALL IN THE FAMILY:
Building Positive Relations Between
Volunteers, Trustees and Staff

Moderator:
Pauline Fisher, General Manager, Santa
Rosa Symphony

Panelists:
Audrey Baird, Director Audience
Development, Milwaukee Symphony,
ASOL Volunteer Council

Larry Balakian, Past President, Fresno
Philharmonic

Pat Lijewski, President, San Diego
Symphony Auxiliary

Louis C. Spisto, Executive Director,
Pacific Symphony

Sally Tilden, Volunteer Coordinator,
Long Beach Symphony

9:00 am - 10:30 am
VOLUNTEERS DO IT WITH
FANFARE, FUN AND FLAIR
Renaissance II

Host:
Ann Vander Ende, President,
Philharmonia Baroque

Speaker:
Audrey Baird, Director of Audience
Development, Milwaukee Symphony

10:00 am - 12:00 pm
ADVOCACY AND MUNICIPAL
FUNDING:
A Campaign for Local Government
Support

Moderator:
Richard Boje, Past President,
Sacramento Symphony

Susan Clay, Director of Government
Relations, Los Angeles Music Center

Barbara Goldstein, Planning
Coordinator, City of Los Angeles
Cultural Affairs Department

Irene Klug Nielsen, General Manager,
Fresno Philharmonic
LUNCHEON

Host:
JoAnn Falletta, Music Director, Long Beach Symphony

Guest Speaker:
Lynn Harrell, Cellist and Artistic Director, Los Angeles Philharmonic Institute

FIRING LINE:
Cultural Diversity

Moderator:
Hope Tschopik, Arts Management Consultant

Panelists:
Ara Guzelian, Artistic Administrator, Los Angeles Philharmonic
C. Bernard Jackson, Executive Director, Inner City Cultural Center
Joanne Kozberg, Chair, California Arts Council; Vice Chair, Los Angeles Music Center

BUDGETING FOR NONPROFITS

Host:
Betty Fingold, Financial Analyst, San Francisco Symphony

Speaker:
Mark Anderson, Executive Director, ARTS, Inc

DATA MANAGEMENT:
Creating & Managing A Data Base For Today and Planning For Tomorrow

A practical approach to data management for even the smallest orchestras

Host:
John McElwae, Director of Marketing, Pacific Symphony
Richard Fassione, Information Services Manager, City of Brea; Independent Computer Systems Consultant

SYMPOSY GUILD NOTABLE EVENTS

Innovative projects presented by several guilds and leagues.

Moderator:
Pam Lee, Board of Directors, Stockton Symphony

Speakers:
- "Circus Gala Fantastique" Carolyn Boije, Chairman, Sacramento Symphony League
- "Secret Gardens of the Napa Valley" Beverly Bagley, Past President, Napa Valley Symphony League
- "Symphony of Trees" Crickett Handler, Executive Director, San Luis Obispo Co. Symphony
- "Bingo!" Kelly Johnson, Executive Director, Berkeley Symphony

PEER FORUMS

Coordinator:
Karina Beesley, Executive Director, Ventura County Symphony

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Mina Miller, piano
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Mary Sadovnikoff, fortepiano

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*Margaret Batjer, violin
Nancy Green, cello
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