ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

(Vision + Leadership) x Energy = Success

23rd ANNUAL CONFERENCE
AUGUST 22 - 24, 1991
Hosted by the San Diego Symphony & The La Jolla Chamber Music Society
23rd Annual Conference
Association of California Symphony Orchestras

(Vision + Leadership) x Energy = Success

hosted by

The La Jolla Chamber Music Society
Heiichiro Ohyama, Music Director

and

The San Diego Symphony
Yoav Talmi, Music Director

August 22 - 24, 1991
Marriott Suites Symphony Towers
San Diego
Dear Friends and Colleagues,

Welcome to the 1991 ACSO Conference!

These three days in San Diego and La Jolla are important for me as they will be a brief but necessary escape from the rigors of season preparation, budget worries and the general chaos which marks the end of summer and beginning of the fall season. This year, in particular, as we are all suffering from the troubles of budget shortfalls, economic downturns and slumping subscription sales, a time for us to work together, brainstorm, commiserate, and support one another will be extremely important.

On the positive side, orchestras throughout the state are musically healthier and happier than ever. We can rejoice in the superb music and look forward to great music as the reward for our efforts.

Someone very clever must have known last February, when dreaming up the title and focus of this conference, that we would need a good dose of:

\[(\text{Vision} + \text{Leadership}) \times \text{Energy} = \text{Success}\]

I hope you all give and get the most from the Conference and that it provides the strength, conviction, determination and enthusiasm necessary to make 91/92 another memorable, successful season.

Oh, by the way, have fun too!

All the best,

Deborah Rutter
President
Now Booking for 1992–93

NEIL RUTMAN, Pianist
• 1st Place Concert Artist Guild
• California Orchestras
  San Jose Symphony — 1990
  Modesto Symphony — 1991
  Peninsula Symphony — 1991
  Long Beach Symphony — 1992–93
• CAC Touring Roster

Arioso Wind Quintet
• Concerti for Woodwind Quintet and Orchestra by American Composers
• 1990 Winner of the Chamber Music Competition of the National Flute Association
• CAC Touring Roster

Sparkling singers for pops, including programs of
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• Lerner and Loewe
• Porgy and Bess

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CURRENT HIGHLIGHTS

BOSTON SYMPHONY ORCHESTRA
(Saint-Saëns No. 2)
June 9 & 16, 1991

NATIONAL SYMPHONY ORCHESTRA
(Mozart K. 491)
June 15, 1991

COLORADO SYMPHONY ORCHESTRA
(Prokofiev No. 3)
October 10, 11, 12, 1991

UTAH SYMPHONY ORCHESTRA
(Rachmaninoff No. 2)
May 1, 2, 1992

REPRESENTED BY:

MELVIN KAPLAN INCORPORATED
115 COLLEGE STREET
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The Association of California Symphony Orchestras gratefully acknowledges Columbia Artists Management Inc. for sponsoring the luncheon in honor of Andre Previn, Saturday, August 24 for ACSO delegates.

COLUMBIA ARTISTS MANAGEMENT INC.
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Pianist, BRIAN GANZ
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Complete Press Materials, Repertoire, and Availability - 1992-93 Season
Contact: Ethel Siegel
(202) 966-0003 Fax (202) 363-3811
3003 Van Ness St. NW, Suite W205, Washington, DC 20008
or
Jeanie Thompson
(904) 325-8080 Fax (904) 329-9160

1991 ACSO CONFERENCE

Conference Chairmen
Wesley O. Brustad, Executive Director,
San Diego Symphony
Neale Perl, Executive Director,
The La Jolla Chamber Music Society

Conference Manager
Kathryn R. Martin, Production Manager,
Music Department, University of California, San Diego

On-Site Coordinator
Pia Sieroty Specter, Administrative Assistant, ACSO

Registration Coordinator
Ruth Beamish, President, San Diego Symphony League

Conference Committee
Brenda Baker, President, The La Jolla Chamber Music Society
Carol Cunning, Board of Directors, ACSO
Peggy Duly, Board of Directors, ACSO
Linda Goldman, SummerFest Administrator,
The La Jolla Chamber Music Society
Lynn Hallbacka, General Manager, San Diego Symphony
Roberta Hill, Volunteer, San Diego Symphony League
Pam Lee, Board of Directors, ACSO
Sharon McNalley, Board of Directors, ACSO
Marie Olesen, Chair, SummerFest La Jolla '91
Deborah Rutter, President, ACSO
Joan Salt, Board of Directors,
The La Jolla Chamber Music Society
Margaret Trower, Volunteer, San Diego Symphony League

Many thanks to the members of the ACSO Conference Committee, the ACSO Board of Directors and the staff and volunteers of The La Jolla Chamber Music Society and the San Diego Symphony for their time and commitment to this conference.

Conference Registration & Tickets:
Hours:
Thursday, August 22
Friday, August 23
Saturday, August 24
7:30 am - 5:00 pm
7:30 am - 5:00 pm
7:30 am - 12:00 noon

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.
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.

**Major Gifts**

- ASCAP
- California Arts Council
- Chevron U.S.A. Inc.
- Columbia Artists Management Inc.
- Peggy F. Duly
- Stephen Dunn & Associates
- The Ann and Gordon Getty Foundation
- The James Irvine Foundation
- The David and Lucile Packard Foundation

**Gifts $300 and above**

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<th>Name</th>
<th>Orchestra/Institution</th>
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<tr>
<td>Laurel Karabian</td>
<td>Los Angeles Chamber Orchestra</td>
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**Gifts $150 - $299**

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<td>Larry Balakian</td>
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<td>Karine Beasley</td>
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<td>Denis de Coteau</td>
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<td>G. Michael Gehret</td>
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<td>Rhoda H. Goldman</td>
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<td>Pamela Lee</td>
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<td>Douglas N. McLendon</td>
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<td>Patricia A. Mitchell</td>
<td>Los Angeles Music Center Opera</td>
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<td>Mary E. Newkirk</td>
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<td>Neale A. Pearl</td>
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<td>Kris Woodard Saslow</td>
<td>Assn. Calif. Symphony Orchras</td>
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<td>Louis G. Spiesto</td>
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<td>Ann Vander Ende</td>
<td>Philharmonia Baroque Orchestra</td>
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<td>Erich A. Vollmer</td>
<td>Orange County Philharmonic Society</td>
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**Gifts $60 - $149**

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<td>Nellie Fay</td>
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<td>Robert J. Feder, M.D.</td>
<td>Los Angeles Chamber Orchestra</td>
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<td>David Folsom-Jones</td>
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<td>John Larry Granger</td>
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<td>Ardis Higgins</td>
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<td>Barry Jekowsky</td>
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<td>Dr. Ernest Lewis</td>
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**Gifts Under $39**

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<td>Paul Bonaccorsi</td>
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<td>Dr. Richard Fiske</td>
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<td>Mary Gifford</td>
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<td>Pearl Gunsell</td>
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<td>Jean Harrison</td>
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<td>Matthias Kuntzsch</td>
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<td>Ethel London</td>
<td>Oakland Youth Orchestra</td>
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<td>William H. Lynch</td>
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<td>Virginia McFann</td>
<td>Livermore-Amador Symphony</td>
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<td>Mehl Mehta</td>
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<td>Faye Prout</td>
<td>Los Angeles Chamber Orchestra</td>
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<td>Edith Roberts</td>
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<td>Donald M. Ross</td>
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<td>James Schwabacher, Jr.</td>
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<td>Shirley Seeley</td>
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<td>Dorothy R. Seiwell</td>
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<td>David Smyth</td>
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<td>De-yi Tang</td>
<td>San Francisco</td>
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Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the Annual Conference:

ARTS Inc.
Edward and Natalie Duke
Mr. Wally Dunning, Computer Consultant
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Los Angeles Chamber Orchestra
Long Beach Symphony Association
Pacific Symphony
San Diego Symphony
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The La Jolla Chamber Music Society
Tom’s Printing

Thank you to “Goody Bag” donors:

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

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Kingston, New York

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**PLEASE WEAR YOUR NAME BADGE AT ALL TIMES**

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Table #8  Managers/Music Festivals
  Nancy Laturno, General Manager,
  Mainly Mozart Festival

Table #9  Development Directors
  Eve Henderson, Director of
  Development, Orange County
  Philharmonic Society

Table #10  Marketing Directors
  John MacElwee, Director of Marketing,
  Pacific Symphony

Table #11  Operations & Assistant Managers
  Jim Medvitz, Director of Operations,
  Pacific Symphony

Table #12  Volunteers - A Conference Orientation
  Pam Lee, Board Member,
  Stockton Symphony;
  Sharon McNalley, Board Member,
  Los Angeles Chamber Orchestra

2ND ANNUAL 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.

Coordinator: Priscilla Manson, Artistic Manager,
  Long Beach Symphony

Table #1  Developing a Support Organization
  Laila Conlin, Founding President,
  Opera Pacific Guild Alliance

Table #2  Video of Your Orchestra -
  Is This For You?
  Richard J. Frank, Director of
  Development/Producer, American
  Youth Symphony

Table #3  So You Want To Open A
  Symphony Store
  Ruth Beamish, President,
  San Diego Symphony League

Table #4  Does A Symphony League Need A
  Long Range Plan? Yes!
  Susan Weir, Past President,
  Long Beach Symphony Guild

10:00 am - 11:30 am
Tables #1-6
Rhapsody
Tables #7-12
Symphony Bay

Table #5  Forging School/Orchestra Partnerships
  for Successful Music Education
  Programs and Audience Development
  Bill Burke, Executive Director,
  California Music Educators;
  President, Diablo Symphony

Table #6  New Marketing Technologies:
  Micro-marketing for Symphonies
  George Boomer, President,
  Boomer Enterprises, Inc.

Table #7  Philharmonic Style: Capturing
  the Younger, Newer Concertgoer
  Steve Linder, Assistant Director of
  Marketing & Communications,
  Los Angeles Philharmonic

Table #8  Effectively Orchestrating the
  Day-to-Day Operations of a
  1, 2 or 3 Person Office
  Doreen Hardy, General Manager,
  South Coast Symphony

Table #9  "Where's The Fire?" A Smoke
  Detector Fiscal Model
  Larry Hudspeth, Finance Director,
  Long Beach Symphony

Table #10  The Art of Personal Wellness:
  Who Takes Care of the Manager?
  Priscilla Manson, Artistic Director,
  Long Beach Symphony

Table #11  New Campaigns at the
  LA Philharmonic: Early Subscription
  Renewals, Junior Patrons Program
  and A 5K/10K Run
  Frances Mac, Past Chairman,
  Los Angeles Philharmonic
  Affiliates Coordinating Board

Table #12  Bravo! A Successful Young
  Professionals Affiliate
  Annette Rocha, Past President,
  Long Beach Symphony Bravo!

12:30 pm - 2:00 pm
Copley Symphony Hall Foyer

OPENING GENERAL LUNCHEON

Host:
Wesley O. Brassard, Executive Director,
San Diego Symphony

Guest Speaker:
Dr. William J. McGill,
Past President, Columbia University;
Past Chancellor, University of
California, San Diego
2:30 pm - 4:30 pm
Symphony Bay

GENERAL SESSION

Inspiration From Successful Leaders In The Corporate World

Moderator: Wesley O. Brustad, Executive Director, San Diego Symphony

Panelists: Father Joe Carroll, Director, St. Vincent De Paul, Joan Kroc Center
Terry Churchill, Area Vice President, Pacific Bell; President, Old Globe Theatre
Howard E. (Ted) Greene, Jr., Chairman and CEO, Amylin Corporation

7:30 pm - 5:00 pm
Skylobby Lounge

8:00 am - 12:00 pm
Symphony Bay 2

6:30 pm
Hotel Main Entrance

Meet to walk to C & 6th Streets to board San Diego Bayside Trolley to Pops (Gaslamp Convention Stop)

7:30 pm

CABARET DINNER AND THE SAN DIEGO SYMPHONY

SummerPops'91

Jack Everly, Conductor
Steven Mayer, Piano
Damian Bursill-Hall, Flute
Isabella Lippi, Violin

Post-concert reception hosted onstage by the San Diego Symphony Orchestra Association

8:00 am -
9:00 am
10:30 am
11:00 am

CONCURRENT SESSIONS:

1. ARTIST MANAGERS & ORCHESTRA MANAGERS: Oil and Water Do Mix!

Moderator: Erich A. Vollmer, Executive Director, Orange County Philharmonic Society

Panelists: Anne Bernardo, General Manager, Tulare County Symphony
Carol Cunning, Owner/Manager, CCS International
Tim Fox, West Coast Booking Rep., Columbia Artists Management Inc.
Wels Kaufman, General Manager, Los Angeles Chamber Orchestra
Irene Klug Nielsen, General Manager, Fresno Philharmonic
2. VOLUNTEER SKILLBUILDERS I: The Dynamic Leader - Setting The Tempo, Knowing The Score
Moderator: Sharon McNally, Board of Directors, Los Angeles Chamber Orchestra
Panelists: Joanne Austin, Board of Directors, Los Angeles Philharmonic Affiliates
Susan Beechner, Board of Directors, Orange County Philharmonic Society
Alice Coulombe, Board of Directors, Los Angeles Opera

Rhapsody B
3. PLANNING YOUR SEASON: Audience Forecasting Using Current Economic Indicators
Host: Betty Fingold, Financial Analyst, San Francisco Symphony
Panelists: Brent Assink, General Manager, San Francisco Symphony
George Boomer, President, Boomer Enterprises, Inc.

10:45 am - 12:15 pm
Rhapsody A
1. FUND RAISING IN TOUGH TIMES
Host: Louis G. Spisto, Executive Director, Pacific Symphony
Panelists: Ann Campbell, Development Director, San Diego Opera
Stephen Dunn, Stephen Dunn & Associates
Neale Perl, Executive Director, La Jolla Chamber Music Society

Symphony Bay 1
2. VOLUNTEER SKILLBUILDERS II: From Overture To Ovation - Attracting Volunteers
Moderator: Pam Lee, Board Member, Stockton Symphony
Panelists: George Boomer, President, Boomer Enterprises, Inc.
Paulette Goodrich, Volunteer Council Chairman, San Francisco Symphony
Janice Johnson, Board of Directors, Pacific Symphony; Chairman of Guilds, Orange County Performing Arts Center

Rhapsody B
3. KEY PERSONNEL ISSUES/EMPLOYMENT LAW
What state and federal requirements for employers are applicable to you; what agencies you need to become acquainted with, even if you are the only staff member; why orchestra members are not independent contractors; wage & hour issues for every employer; why ignorance of the law provides no protection for non-compliance.
Moderator: Karine Beesley, Executive Director, Ventura County Symphony
Panelists: Nancy Mims, Director, Human Resources, San Francisco Symphony
Mary Lee Thomson, Attorney, Littler, Mendelson, Fastiff & Tichy

12:30 pm - 1:30 pm
LUNCH ON YOUR OWN OR SPECIAL INTEREST LUNCH

Renditions’ Private Restaurant

Symphony Bay 1
2. CALIFORNIA COMPOSERS’ SHOWCASE: A presentation of scores and recordings of recent works by California-based composers.
Host: Kathryn R. Martin, Production Manager, Music Department, UCSD
Speaker: Stephen Hartke, Composer-in-Residence, Los Angeles Chamber Orchestra

— 16 —
2. VOLUNTEER SKILLBUILDERS III: 
publicizing your projects - 
fanfare on a budget

Moderator: Sue Dewar, Past President, 
ACSO; Monterey County Symphony

Panelists: Ann Giesler, Coordinator, Volunteer 
Activities, Los Angeles Philharmonic 
Ursula Kroemer, Special Projects 
Editor, KFMB Radio 
Les Smith, Public Relations 
Director, San Diego Symphony

3. THE WORLD OF 
the manager

Host: Polly Fisher, General Manager, 
Santa Rosa Symphony

Speaker: Louis G. Spisto, Executive Director, 
Pacific Symphony

3:15 pm - 
4:30 pm

Rhapsody A

3. PUBLIC RELATIONS AND 
your institutional image

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

Speaker: Robert Bleiweiss, 
Bleiweiss Communications Inc.
6:00 pm  
Board Buses to Mandeville  
Auditorium, UCSD Campus  

SummerFiesta Dinner  

8:00 pm  
LA JOLLA CHAMBER  
MUSIC SOCIETY  
SUMMERFEST '91  
CHAMBER ORCHESTRA  
CONCERT  

Heiichiro Ohyama and  
Andre Previn conducting  

Gary Hoffman, Cello  
Carolyn Hove, English Horn  
Cha-Liang Lin, Violin  
Thomas Stevens, Trumpet  
with members of the  
San Diego Symphony  

Post-concert reception hosted onstage  
by The La Jolla Chamber Music  
Society Board of Directors  

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Saturday, August 24th

7:30 am  
CONFERENCES  
REGISTRATION  

12:00 pm  
ACSO ANNUAL MEETING  
Open to all delegates  

8:00 am  
CONCURRENT SESSIONS:  

1. CORPORATE FUND RAISING  

Moderator:  
Nancy Laturno, General Manager,  
Mainly Mozart Festival  

Panelists:  
Catherine Austin, Charitable  
Giving Committee,  
Hewlett-Packard Company  
Caroline Boitano, Vice President  
and Associate Director,  
Bank of America Foundation  
Nancy Glaze, Program Officer,  
The David and Lucile  
Packard Foundation  
John Parry, Nissan Design  
International  
Dan Ponder, General Manager,  
The Kingston Hotel  

Rhapsody  
A & B  

2. DIVERSIFICATION STRATEGIES  
FOR BOARD, STAFF  
AND AUDIENCES  

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

Panelists:  
Catherine French, Executive  
Vice President and CEO,  
American Symphony Orchestra League  
Nancy Mims, Director of Human  
Resources, San Francisco Symphony  
Paul Minicucci, Principal Consultant,  
Joint Committee on the Arts  
Robert Walker, Executive Director,  
Sacramento Symphony  

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1. EFFECTIVE POLITICAL CHANGE - GET INVOLVED!

Ben Clay, partner in the professional advocacy firm of Carpi & Clay and member of the San Diego Board of Directors, will outline the basic techniques for effective advocacy before telling us how to find some of the "hidden treasures" in local funds. Ms. Boorstin will discuss why we have an arts council this year and the effects of the state deficit on music education. Ms. French will bring us up to date on proposed changes in federal laws, including taxation, postage, telemarketing and international artists.

Moderator: Peggy Daly, President, Mainly Mozart Festival

Panelists: Ben Clay, Partner, Carpi & Clay
Leni Isaacs Boorstin, Public Affairs Director, Los Angeles Philharmonic; President, California Confederation of the Arts
Catherine French, President and CEO, American Symphony Orchestra League

2. CONDUCTORS WEAR MANY DIFFERENT HATS

Moderator: John Larry Granger, Music Director, South Coast Symphony; Santa Cruz County Symphony

Panelists: Denis de Coteau, Music Director, San Francisco Ballet
Jennifer Duston, Executive Director, Marin Symphony
John MacElwee, Director of Marketing, Pacific Symphony
Nan Washburn, Music Director, Camellia Symphony

3. EDUCATION PROJECTS THAT WORK

Host: David Folsom-Jones, Executive Director, Santa Cruz County Symphony

Panelists: Richard Bains, Education Director, San Francisco Youth Orchestra
Bert Harclerode, Artistic Administrator and Education Coordinator, San Diego Symphony

LUNCHEON

Host:

Marie Olesen, Chair, SummerFest La Jolla ’91

Guest Speaker: Andre Previn, Composer, Conductor and Pianist

Luncheon graciously sponsored by Columbia Artists Management Inc.

1. POPs...SERIOUS FUN

Moderator: Peter B. Lane, Executive Director, New York Pops

Panelists: Lynn Hallbacka, General Manager, San Diego Symphony
Mark McGarty, Composer/Arranger, Cincinnati Pops Orchestra
Newton Wayland, Principal Pops Conductor, Houston Symphony Orchestra
2. THE ILLS OF THE AMERICAN SOCIETY:
Crime, Drugs, Poverty and Diminishing Audiences For Symphony Orchestras

Host: Karen Kimes
Speaker: Murry Sidlin,
    Resident Conductor,
    Aspen Music Festival;
    Director of Conductors' Apprentice Program, U. of Minnesota

Symphony Bay 2 & 3

3. LEARNING TOP LEADERSHIP SKILLS FROM TOP LEADERS

Moderator: Mary E. Newkirk,
    Executive Director,
    Long Beach Symphony

Panelists: John Hancock, President,
    Long Beach Symphony;
    Executive Vice President,
    Security Pacific National Bank
Ronald S. Rosen, Chairman Emeritus,
    Los Angeles Chamber Orchestra
Vivian Warren, Past President,
    La Jolla Chamber Music Society;
    Recent Presidential Appointee,
    International Broadcasting Task Force

4:30 pm - 5:30 pm
President's Reception
(by invitation only)

8:00 pm
Copley Symphony Hall
LA JOLLA CHAMBER MUSIC SOCIETY SUMMERFEST '91
Andre Previn Jazz Trio
Andre Previn, Piano
Mundell Lowe, Guitar
Ray Brown, Bass
An Outstanding Score of Artists

William Henry Curry, conductor
- 1988 Stokowski Award
- an imaginative, dynamic and tireless maestro with a soul for the big sound.
  —The Indianapolis Star

Carolyn Disnew, soprano
"Her... sultry natural instrument of unusual charisma set the opening night audience back on its seats."
  —Opera Guide

Terry Edwards, conductor
"Under the direction of Terry Edwards, the Voices produced an astonishingly lucid blend of tone..."
  —Daily Telegraph (London)

Herbert Handt, conductor
"The Orchestra da Camera Lucchese responded with their usual enthusiasm under Maestro Handt's alert and authoritative beat."
  —Daily American (Rome)

Linda Hirst, mezzo-soprano
"...I don't think I have ever heard such intoxicatingly beautiful singing..."
  —Stereophile

Michael Lewin, pianist
"His technique and ability qualify him eminently for success."
  —New York Times

Anton Kuerti, pianist
"Imagine a pianist with intellectual depth, an impeccable technique and a penchant for unconventional interpretations, and you have a glimpse of Anton Kuerti..."
  —Chicago Tribune

David Owen Norris, pianist
- 1991 Gilmore Artist
- Norris possesses the innate musicality and technical virtuosity to warrant his status as an up-and-coming world talent!"
  —Kalamazoo Gazette

Matti Raekallio, pianist
"...a cultivated and finely chiseled pianism... A charming performer and a many-sided musician."
  —Nedelya (Moscow)

Alexander Simionescu, violinist
"His rapid-fire bowing and fingering... was a beauty to behold."
  —The Press of Atlantic City

Christopher Taylor, pianist
- Young Gilmore Artist, 1990
- Kapell Competition Winner, 1990
  "Mr. Taylor played a difficult and varied program with extraordinary energy and drive and a kind of interpretive daring..."
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