THE NEW CALIFORNIA: A CAPITAL VISION

Hosted by the Sacramento Symphony

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

TWENTY-FOURTH ANNUAL

AUGUST 20-22
NEIL RUTMAN, Pianist

- 1991 Winner, Int’l Bach Competition
- 1st Place Concert Artist Guild
- California Orchestras
  San Jose Symphony — 1990
  Modesto Symphony — 1991
  Peninsula Symphony — 1991
  Long Beach Symphony — 1992
- CAC Touring Roster

Singers for Symphony, Oratorio, and Pops

Susan Gundunas, soprano
Las Vegas Symphony

Kerry O’Brien, soprano
San Diego Symphony

Sylvia Wen, soprano
Oratorio Society of Utah

Martha Jane Weaver, mezzo
Nevada Symphony

Melody Rossi, mezzo
Glendale Symphony

Bruce Johnson, tenor
Phoenix Symphony

Beau Palmer, tenor
Pacific Chorale

Dale Morehouse, baritone
Ventura County Symphony

Martin Wright, baritone
Master Chorale of Orange County

Kevin Bell, bass
Los Angeles Master Chorale
PIANISTS
Bruce Brubaker
Babette Hierholzer
Masanobu Ikemiya
Diana Kacso
Mina Miller
Míceál O'Rourke
Rita Sloan

STRINGS, WINDS, PERCUSSION
Margaret Batjer, violin
Nancy Green, cello
Chin Kim, violin
Raffaello Orlando, clarinet
Mutsuko Taneya, marimba
Ruth Waterman, violin
Hans Roelofsen & Rudolf Senn, double bass duo

CHAMBER MUSIC
Barbican Piano Trio
Charleston String Quartet
Coull String Quartet
Starr-Kim-Boekheler Trio

SPECIAL ATTRACTIONS
Jackie Cain & Roy Kral, jazz vocalists
The Martins, family programs
The Nietzsche Project

CONDUCTORS
Michael Bartos
Gisèle Ben-Dor
Eduardo Östergren
Walter Proost
Yuval Zaliouk

714 Ladd Road, Bronx, New York 10471
(212) 549-5687  Fax (212) 548-4313
FROM ACSO'S PRESIDENT

Dear Colleague:

On behalf of the Board of Director's of ACSO, it is my pleasure to welcome you to The New California: A Capital Vision. We believe that the major themes of this conference – music education and advocacy – have never been more timely issues for us to discuss, examine, and finally, do something about.

ACSO believes that we all make a profound difference in the future of this troubled state by working together to make our orchestra music a vital part of the lives of those who call California home. It’s never been more difficult, or more important, to keep focused, and to keep the belief that our music matters.

We must begin to change, that is inevitable. But it is through change and growth that we will find our strengths and our reason to be a part of The New California.

We hope you find value in your experience with your colleagues this weekend and we look forward to hearing of your orchestra’s success in the years ahead.

Louis G. Spisto, President

JACQUES LEISER PRESENTS FOR THE 1993-1994 SEASON

ARTIST ROSTER

Pianists
LAZAR BERMAN *
IDIL BIRET **
FREDERIC CHIU *
ANNE FISCHER *
TATIANA NIKOLAEVA *
PHILIP THOMSON +
OXANA YABLONSKAYA**

Violinists
AARON ROSAND **
UTO UGHI +

Guitarist
DAVID RICHTER **

Conductor
DAVID AMOS **

Composer-Pianist
RODION SHCHEDRIN ***

Lecturers
HAROLD C. SCHONBERG **
ALAN WALKER +

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FROM THE CONFERENCE CHAIR

Dear Delegate:

On behalf of the Conference Committee, I’d like to welcome you to the 24th Annual ACSO Conference, The New California: A Capital Vision. We’ve put together a conference packed with pertinent information and strategies for the future.

A conference is made possible only because of the determination and commitment of a large number of people. To all of you who coordinated the sessions, were successful in developing exciting agendas and to those of you who offered creative solutions when my brain was mush, THANK YOU! Thanks are especially due to ACSO’s executive director Kris Saslow, who not only kept us on a rigorous timeline, but also found the time to continue offering advice and solace to those whose orchestras are in serious trouble.

This ACSO Conference is alive and well because of the commitment of all the orchestras in our State; your well-being is important to the industry, and we’re grateful for your support.

Karine Beasley, Conference Chair
“an artist of such high achievement belongs in the front rank of american pianists”

Robert C. Marsh, Chicago Sun-Times, 13 April 1992, Orchestra Hall

Richard Fields

1992 ACSO CONFERENCE

Conference Chairmen
Karine Beesley, Executive Director, Ventura County Symphony
Robert Walker, Executive Director, Sacramento Symphony

Conference Committee
Judy Butz, Sacramento Symphony League
Pat Franks, Sacramento Symphony League
Ken Larson, California Confederation for the Arts
Sharon C. McNalley, Los Angeles Chamber Orchestra

On-Site Coordinator
Barbara Bogue, Administrative Assistant, ACSO

Registration Coordinator
Natalie Duke, Sacramento Symphony League, American Cancer Society

Many thanks to the members of the ACSO Conference Committee, the ACSO Board of Directors and the staff and volunteers of the Sacramento Symphony Orchestra and League.

CONFERENCE REGISTRATION & TICKETS:

Hours: Thursday, August 20 7:30 am - 5:00 pm
          Friday, August 21 7:30 am - 5:00 pm
          Saturday, August 22 7:30 am - 1200 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.

- Tahoe Resource Room-
  Orchestra Brochures • Artist Manager Brochures and Rosters • Computer Information • Women Composer Scores and Tapes • Orchestra Boutique

PLEASE WEAR YOUR NAME BADGE AT ALL TIMES
1991 - 92 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 James Irvine Foundation
- The David and Lucile Packard Foundation

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- San Luis Early Music Consort
- Livermore - Amador Symphony
- Los Angeles Music Center Opera
- Pacific Symphony Orchestra
- Fresno Philharmonic
- Riverside County Philharmonic
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- Inland Empire Symphony
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- San Luis Obispo County Symphony
- Santa Rosa Symphony League
- Stockton Symphony
- Fresno Philharmonic
- Glendale Symphony
- George Mattingly Design
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- Los Angeles Chamber Orchestra

**GIFTS $1 - $40**
- San Francisco Symphony
- Fresno Philharmonic
- Santa Rosa Symphony
- Malibu Music Festival Orchestra
- Los Angeles Chamber Orchestra
- Renaissance Orchestra & Chorus
- Fremont- Newark Philharmonic
- Beverly Hills
- Pacific Symphony Orchestra
- Fresno Philharmonic
- Burlingame String Chamber
- Sacramento Symphony
- San Diego Chamber Orchestra
- Santa Rosa Symphony
- Los Angeles Mozart
- Downey Symphony
- Music In The Mountains
- Ventura County Symphony
- Fresno Philharmonic
- Fremont- Newark Philharmonic
- Antelope Valley Symphony
- Pasadena Young Musicians' Orchestra
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- Santa Barbara Civic Light Opera
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SELDY CRAMER SPEERS
Vice President

THURSDAY, AUGUST 20
7.30 AM-5.00 PM
CONFERENCE REGISTRATION
Mezzanine

8.30 AM-10.00 AM
Regency C

PEER FORUMS
Informal discussion groups for staff and volunteers of like-sized orchestras.

Coordinator: Cricket Handler, Executive Director, San Luis Obispo County Symphony

Table #1 Managers/Orchestras with budgets to $250,000 A-L
Amy Iwano, Executive Director, Japan America Symphony

Table #2 Managers/Orchestras with budgets to $250,000 M-Z
Margery Cohen, Executive Director, Pasadena Pops

Table #3 Managers/Orchestras with budgets of $250,000 - $500,000
Helen Norton, General Manager, Riverside County Philharmonic

Table #4 Managers/Orchestras with budgets of $500,000 - $1,000,000
Jennifer Duston, Executive Director, Marin Symphony

Table #5 Managers/Orchestras with budgets over $1,000,000
Louis G. Spisto, Executive Director, Pacific Symphony Orchestra

Table #6 Managers/Directors of Colleges & University Orchestras
Lawrence Kohl, Music Director, Ohlone College Symphony

Table #7 Managers/Directors of Youth Orchestras
Michael Neumann, Music Director, Sacramento Youth Orchestra & Academy of Music

Table #8 Managers/Music Festivals
Terry Brown, Executive Director, Music in the Mountains

Table #9 Development Directors
Randy Sunday, Development Director, Santa Barbara Symphony
THURSDAY, AUGUST 20

Table #10  Marketing Directors
George Sebastian, Marketing Director,
Los Angeles Chamber Orchestra

Table #11  Operations & Assistant Managers
Carol Handelman, Manager,
Philharmonia Baroque Orchestra

Table #12  Trustees

Table #13  Volunteers
Judy Payne Butz, President,
Sacramento Symphony League

10:15 AM - 11:45 AM
Regency C

3RD ANNUAL INNOVATIVE CASE STUDIES
Round table discussions of creative ideas and success stories with an emphasis on practical solutions and examples.

Coordinator: Peggy Duly, President,
Mainly Mozart Festival

Table #1  Radio/TV Preview Programs
Karen Dean, General Manager,
Sacramento Symphony

Table #2  Software for Development Departments
Ken Goldman, Director of Development,
Pacific Symphony Orchestra;
Wally Dunning, General Partner,
Platform Computer Support

Table #3  Starting a Music Academy
Michael Neumann, Music Director,
Sacramento Youth Orchestra & Academy of Music

Table #4  Out-of-Town Ticket Sales
Nancy Laturno, General Manager,
Mainly Mozart Festival

Table #5  Planned Giving Ideas
Edward Duke, Ph.D., CFP

Table #6  Formats for Pre-Concert Lectures
Frank Plass, Board Member,
Inland Empire Symphony

Table #7  CEO Party
Douglas N. McLendon, CEO/President,
San Jose Symphony

THURSDAY, AUGUST 20

Table #8  The AGSO Orchestra Survey
George Boomer, CEO,
Boomer Enterprises, Inc.

Table #9  In-School Music Clinic
James T. Medvitz, Director of Operations,
Pacific Symphony Orchestra

Table #10  Silent Movies
Ted Roberts, Development Officer,
San Diego Symphony

12:00 PM - 1:30 PM
Regency E & F
OPENING GENERAL LUNCHEON
sponsored by Columbia Artists Management, Inc.

Welcome: Mayor Anne Rudin,
City of Sacramento

Guest Speaker:
Michael Greene, President, National Academy of Recording Arts and Sciences

Mr. Greene has spent a lifetime in the entertainment and communications industries as a recording artist and producer; president of a recording studio; music publisher; CEO of one of the nation's first cable television advertising companies and first cable music channels; film and video producer; and, most recently, the executive vice president of one of the world's largest post-production corporations. Greene became the Academy's first full-time president in 1988. Issues such as censorship, arts and music education, intellectual property protection, and more, have been brought to the attention of the industry through NARAS.
Piano
Alain Lefevre
"an extraordinary talent" La Presse, Montreal
Alexander Paley
"flawless performance" Washington Post
Menahem Pressler
"a rare musical intellect" San Francisco Chronicle

Flute
David Fedele
"most impressive debut" New York Times

Strings
Ernesto Bitetti GUITAR
"in the very top category of guitarists" New York Times
Steven Doane CELLO
"a master musician of astounding attainments" San Francisco Chronicle
Hamao Fujiwara VIOLIN
"an international treasure" Seattle Post-Intelligencer

Pops Conductor
Mark Gould
"kept his audiences in thrall" Los Angeles Times

GENERAL SESSION
2:30 PM-4:30 PM
Regency E & F
Moderator: Robert Walker, Executive Director, Sacramento Symphony
"MAKING OUR MUSIC MORE IMPORTANT: STRIKING THE RIGHT PARTNERSHIPS"

The Opening General Session will inspire you with visions of future partnerships, prepare you for your involvement in advocacy efforts, teach you how to deal with the vagaries of government funding, and suggest alternatives to big ticket expenditures for you to use to help keep our orchestras viable.

- A Discussion and Examination of The Wolf Report
  Catherine French, President, American Symphony Orchestra League
- Orchestra/Artist Manager Partnerships
  Tim Fox, Vice President, Columbia Artists Management, Inc.
- Advocacy Campaigns that Work:
  Tales from the Trenches
  Larry R. Larson, Consultant; formerly Grants Program Director, Wisconsin Arts Board; Grants Programs Director, CAC
- California's Arts Agenda for the 90s
  Joanne Kozberg, Director, California Arts Council

4.45 PM Meet in front of the hotel on the L Street side to walk to the Capitol
5.00 PM TOUR OF THE CAPITOL
6.00 PM Reception on the East side of the Capitol Steps with your Legislators, Music by "The Derby Club Band" with Senator Henry Mello
7.00 PM WELCOME RECEPTION AND CHAMBER MUSIC
Seung Un Ha, piano

Co-hosted by the Sacramento Symphony and Shaw Concerts, Inc.
CCS International

Yehuda Gilad
Conductor

Santa Barbara Chamber Orchestra
Heiichiro Ohyama, Music Director/Conductor

Arnold Steinhardt
Violin

Yizhak Schotten
Viola

Peter Rejto
Cello

Lincoln Mayorga
Piano

Jack Sanders
Guitar

David Shostac
Flute

Allan Vogel
Oboe

Michele Zukovsky
Clarinet

Frøydis Ree Wekre
Horn

Angeles String Quartet

Haslop/Sanders Duo
Clayton Haslop, Violin/Jack Sanders, Guitar

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FRIDAY, AUGUST 21
7:30 AM-5:00 PM
CONFERENCE REGISTRATION
Mezzanine

PERSONAL DEVELOPMENT SEMINAR:
The Effective Manager
This seminar will demonstrate effective management techniques using real-life case studies submitted by delegates.

Host: Karine Beesley, Executive Director, Ventura County Symphony

Peter Pastreich, Executive Director, San Francisco Symphony

Peter Pastreich was appointed Executive Director of the San Francisco Symphony in April 1978. He has had an extensive 30-year career in orchestra management which has included twelve years as Executive Director of the St. Louis Symphony, the construction of Davies Symphony Hall, oversight of 32 recordings, tours through Europe and Asia, and the elimination of a $1.25 million deficit.

9:00 AM-10:30 AM
Carmel A

CONCURRENT SESSIONS

1. BUILDING A BETTER BAND
This session shows conductors how to build an ensemble through repertory choice, auditions, re-seating, section rehearsals, and other means.

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

Panelists: Corrick Brown, Music Director, Santa Rosa Symphony
          Ron Johnson, former Executive Director, Eugene Symphony
          Arthur Shaw, Music Director, Rogue Valley Symphony
          Clark Suttle, Music Director, Monterey County Symphony
          Nan Washburn, Music Director, Camellia Symphony
Golden State A

2. THE LONG RANGE PLAN
SIMPLIFIED
Learn what it takes to put together
this essential organizational tool.

Speaker: Edward J. Pierini, M.S., CPA, Macias &
Pierini, Certified Public Accountants

Golden State B

3. VOLUNTEER GALACTICA:
A NEW VIEW FOR VOLUNTEERS
OF THE 21ST CENTURY

Host: Pauline Fisher, General Manager,
Santa Rosa Symphony

Speakers: Audrey Baird, Director of Audience
Development, Milwaukee Symphony
Alice Coulombe, President, Education and
Outreach, Los Angeles Music Center Opera;
Founder, 2500-member Los Angeles Music
Center Opera League

10:45 AM-12:15 PM
Golden State A

1. PUBLICITY AND PROGRAMS FOR
REACHING NON-TRADITIONAL
AUDIENCES
We all know that California is home to a
vast, diverse population. Are there special
techniques for reaching out into our
communities? We think so and, after this
session, you'll think so too.

Host: Mary E. Cooke, Board Member,
Oakland Youth Orchestra

Speakers: Dr. Hansonia Caldwell, Dean,
School of Humanities & Fine Arts,
CSU Dominguez Hills
Barbara Gibbs, Director,
Crocker Art Museum
Brenda Jew Waters, Publicist
Sacramento Arts Organizations

Big Sur B

2. BOARD OVER TROUBLED WATERS
A session for trustees answering such
questions as how to create a professional
image when you’re “home-grown,” how to
make decisions for important change, how
to shake yourselves out of ennui, and how
to implement the vision of the organization.

Moderator: Nancy Schneider, President,
Stockton Symphony

Speakers: Betty Feiring, Past President,
Napa Valley Symphony
Janice Johnson, President,
Pacific Symphony Orchestra
Gregory H. Smith, President,
Ventura County Symphony

Golden State B

3. HOW THE VOLUNTEER/STAFF
PARTNERSHIP ASSISTS THE
FUND RAISING PROCESS
This session will show you what you should
do before you vote yes to do another
symphony ball. For league and guild
volunteers as well as development staff.

Host: Pamela Lee, Board Member,
Stockton Symphony

Speakers: Natalie Duke, V.P. Fund Raising,
American Cancer Society, Sacramento -
Amador Unit
Franchine Roché, Income Development
Director, American Cancer Society,
Sacramento - Amador Unit

SHOP AT THE
ORCHESTRA BOUTIQUE
Mezzanine

All proceeds benefit the
Association of California
Symphony Orchestras
12:30 PM-2:00 PM

**LUNCH ON YOUR OWN OR SPECIAL INTEREST LUNCHEON**

**Capitol Board Room**

**CONDUCTOR’S Lunch with**

*Alasdair Neal, Associate Conductor,*
San Francisco Symphony and *Artistic Advisor,* Sacramento Symphony, and
*Nan Washburn, Music Director,* Camellia Symphony

**Regency E**

**VOLUNTEER’S Lunch with Audrey**

*Baird, Director of Audience Development,*
Milwaukee Symphony, and
*George Sebastian, Marketing Director,*
Los Angeles Chamber Orchestra

**Regency F**

**TRUSTEE’S & MANAGER’S “Power**

*Lunch” with *Nancy H. Bechtel,*
President, San Francisco Symphony, and
*Peter Pastreich, Executive Director,*
San Francisco Symphony

2:00 PM-3:30 PM

**CONCURRENT SESSIONS**

**Carmel A**

1. **HOLISTIC APPROACHES TO THE RELATIONSHIPS WITH YOUR ORCHESTRA**

Outside of the “money” issues, this session will focus on the all-important relationships which set the stage for negotiations.

**Moderator:** David Folsom-Jones, former Executive Director, Santa Cruz County Symphony

**Panelists:**

*Diana Dorman, Principal Clarinet,*
Berkeley Symphony; Trustee, AFM Local 6
*Veronica Elsea, Violist and Composer,*
President, AFM Local 346
*Douglas N. McLendon, President/CEO,*
San Jose Symphony
*George A. Sinclair, Executive Director,*
Stockton Symphony

**Carmel B**

2. **MEET THE FUNDERS**

As a result of the sorry state of tax supported funding, where can we turn for relief from the private sector?

**Moderator:** Cynthia Wills, Corporate/Foundation Officer, UC Davis Medical Center

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**Big Sur A & B 3. A THOUSAND THINGS VOLUNTEERS SHOULD KNOW!**

These round tables of fund raising ideas, a membership campaign, running a good meeting, and other volunteer activities will energize and invigorate you!

**Moderator:** Sharon C. McValley, Board Member, Los Angeles Chamber Orchestra

**Table #1** **Puppets are Perfect!**

*Richard Bay, Professor of Puppetry & Children’s Theatre, CSU Sacramento
Mary Gifford, former Education Director,*
Sacramento Symphony, Sacramento Youth Orchestra

**Table #2** **Leadership Skills**

*Janice Johnson, President,*
Pacific Symphony Orchestra

**Table #3** **Membership Recruitment**

*Jan Corey, Membership Coordinator,*
Los Angeles Philharmonic Affiliates, Hollywood Bowl Friends

**Table #4** **League and Guild Structure**

*Audrey Laird, Director of Audience Development,*
Milwaukee Symphony

**Table #5** **Get Your Motor Runnin’ for a Car Raffle**

*Lorene Moore, Past President,*
Sacramento Symphony League

**Table #6** **Bach To the Future: Educational and Community Outreach Concerts**

*Francine Di Blasi, Education Manager,*
Los Angeles Chamber Orchestra

**Table #7** **When Gypsies Gather**

*Pat Weiss, Board Member, PSO; President,*
Pacific Symphony Orchestra League

**Table #8** **The Ventura Design House**

*Betsy Chess, President, Design House Chapter, Ventura County Symphony League**
POPS PIZAZZ!

1. KEY PERSONNEL ISSUES/EMPLOYMENT LAW
You'll learn the latest from the two returning experts in the field of personnel management. Issues such as the American Disabilities Act, downsizing staff in a recession, and employee vs. independent contractor will be discussed.

Host: George A. Sinclair, Executive Director, Stockton Symphony
Speakers: Nancy Mims, Director of Human Resources, San Francisco Symphony
Mary Lee Thomson, Attorney, Littler Mendelson, Fastiff & Tichy

2. SOLD OUT! GREAT TICKET SALES CAMPAIGNS
This is just what you've been waiting for — volunteers and marketing staff collaborating on ticket sales campaigns! Does anyone sell more tickets than they need? NOT!

Moderator: Patty Gessner, Director of Marketing, San Francisco Symphony
Speakers: Audrey Baird, Director of Audience Development, Milwaukee Symphony
Connie Kay, Co-Chair, Season Ticket Campaign, Napa Valley Symphony

3. A PRIMER FOR NEW AND CONTINUING TRUSTEES
This session spells out the ABCs of a director's responsibility on the board, from developing vision for the organization to funding it.

Host: Laurel Karablan, Consultant
Speaker: G. Michael Gehret, Development Director, San Francisco Symphony

ACSO ANNUAL MEETING
Open to all delegates

PRESIDENT'S RECEPTION FOR ACSO DONORS
By invitation only
9:00 AM-10:30 AM

CONCURRENT SESSIONS

Carmel A
This session will be set up until 12 pm

1. TEACH YOUR OLD TV NEW TRICKS
Philips Interactive Media welcomes you to the brave new world of CD-I — Compact Disc Interactive — an exciting new multimedia home entertainment system. CD-I combines compact disc quality audio with video, text, graphic, animation and interactive capabilities in the fullest, most flexible ways ever known.

Host: Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra
Speaker: Philip van Allen, Senior Producer, Philips Interactive Media

Golden State A

2. SYMPHONY IN TROUBLE, DETAILS AT 11
This lively panel featuring a critic, editor, p.r. director and music director investigates the burning issues — musical and organizational — of what’s news and what’s not, and how it should be presented by your orchestra and reported by the news media.

Moderator: John MacElwee, Director of Marketing, Pacific Symphony Orchestra
Panelists: Boris Brott, Music Director, Ventura County Symphony; Co-conductor, McGill Chamber Orchestra, Montreal
Karen Cardell, Public Relations Director, San Francisco Symphony
William Glackin, Critic-at-Large, The Sacramento Bee
Christopher P. Smith, Social Issues Editor, Orange County Register

10:45 AM-12:15 PM

CONCURRENT SESSIONS

Big Sur A

1. WOMEN COMPOSERS OF THE 20TH CENTURY: A LISTENING SESSION
An exhilarating journey through the wonderful variety of symphonic music composed in this century. Your orchestra can benefit from this informative and lively listening!

Host: Miriam Abrams, Executive Director, The Women’s Philharmonic
Speakers: Susan Rands, Director, National Women Composers Resource Center
Nan Washburn, Music Director, Camellia Symphony

This session is sponsored by The American Society of Composers, Authors & Publishers (ASCAP)

Golden State B

2. HOW TO MAKE PANELISTS FEEL THEY WON’T BE ABLE TO SLEEP AT NIGHT IF THEY DON’T FUND YOUR GRANT APPLICATION
How your proposal reads really makes a difference. Learn what the CAC is looking for.

Moderator: Mary E. Newkirk, Executive Director, Long Beach Symphony
Speakers: Denis de Coteau, Music Director, San Francisco Ballet
Gloria Woodlock, Program Officer, California Arts Council
Erich A. Vollmer, Executive Director, Orange County Philharmonic Society
3. DEFICIT MANAGEMENT: THE CASH FLOW CRUNCH
Managing cash flow is a persistent challenge to symphony orchestras but never more so than in a deficit economy when it can be a life and death issue. However, it is possible to stay alive (and even prosper) in these difficult times. We'll discuss ways — some new, some tried and true — to keep the red ink from drowning the music.

Moderator: Irene Klug Nielsen, Executive Director, Fresno Philharmonic
Panelists: David Folsom-Jones, former Executive Director, Santa Cruz County Symphony
John Hyeck, Finance Director, San Francisco Symphony
James W. Reeves, General Manager, The New Mexico Symphony

12.30 PM - 2 PM
CLOSING LUNCHEON
"Music Education in California: Forging Partnerships"

Guest Speaker: Karl Bruhn, Director of Market Development, National Association of Music Merchants
Karl Bruhn, recently retired Senior Vice President for Marketing, Yamaha Corporation of America, is Director of Market Development for the National Association of Music Merchants (NAMM), and is currently spearheading advocacy efforts statewide for music education. Mr. Bruhn has spent most of his life involved with the music industry. The bulk of his professional career has been in the music products industry, including both wholesale and retail experience. An accomplished musician, Mr. Bruhn played professionally in several bands and led his own orchestra for many years.

2:30 PM - 4:30 PM
MUSIC EDUCATION SYMPOSIUM
GENERAL SESSION
"CRISIS IN MUSIC EDUCATION: DEATH OR OPPORTUNITY FOR ORCHESTRAS"
One of the most serious situations affecting future audiences is the downsizing and, in some cases, elimination of music education in the public schools. Is this an area for orchestras to become more involved? We think it is and our panelists will reveal programs and techniques for working toward stronger educational programs for our orchestras and our school systems.

Moderator: Louis G. Spisto, Executive Director, Pacific Symphony Orchestra

- Report on the Local Arts Education Partnership Program
  Paul Minicucci, Committee Consultant, Joint Committee on the Arts

- Corporate Cooperation: Money Alone?
  Mike Bates, Division Manager, Music Education Division, Yamaha Corporation of America

- Networking with the State
  Diane L. Brooks, Manager, History-Social Science/Visual and Performing Arts Unit, Department of Education

- An Advocacy Plan
  Karl Bruhn, Director of Market Development, National Association of Music Merchants

Music Education Symposium sponsored by Yamaha Corporation of America
SATURDAY, AUGUST 22

4:45 PM - 5:30 PM
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8:00 PM
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