Association of California Symphony Orchestras

Master Class
Polishing our Performance

30th Anniversary Conference
Hosted by the San Francisco Symphony

July 30 through August 1, 1998
Miyako Hotel, San Francisco

ACSO
Master Class
Polishing our Performance

For 30 years ACSO has been working with you to make beautiful music. Music is our business, and our mission has remained constant — to help orchestra musicians, managers, staff, and volunteers throughout California achieve their goals and reach even greater heights.

Our Annual Conference epitomizes ACSO’s raison d’être, bringing member organizations together to learn from our colleagues, share insights and resources, renew friendships and initiate new associations. We return home invigorated, enthused and better equipped to handle both the mundane and the exotic facets of orchestra life.

Anniversaries are, traditionally, a time for fond reminiscing, a time for renewing our commitment, and a time for sharing past experiences and future dreams. So it is with ACSO’s 30th Anniversary Conference.

We return to the basics, a Conference that focuses on the myriad aspects of orchestral life. The purpose of our gatherings has always been education and shared information. This year we rededicate ourselves to enhancing music-making throughout the state by bringing you into contact with the acknowledged master performers in every category of orchestra life. Our “Master Classes” will truly allow you to polish your performances — on the stage, in the boardroom, and in the office.

Whether this is your first-ever ACSO Conference or your 30th, you’ll find both information and inspiration from this collegial assembly of California music-makers.
Welcome Delegates

Welcome to San Francisco, and to the 30th Annual Conference of the Association of California Symphony Orchestras. During the three decades in which ACSO has been promoting the cause of orchestras throughout our state, society has changed profoundly. As we stand at the edge of the millennium, all of us are taking stock of the future and of our place in it. There are few better ways to look ahead than by sharing perspectives and exploring new paths with a group of committed colleagues, all of them passionate about music and music’s place in the world.

I’m sure you’ll find this Conference enriching. I also hope you’ll enjoy your time in San Francisco. On behalf of the San Francisco Symphony’s Board, musicians, staff, and volunteers, I want to tell you how happy I am that you’ll be spending a few very special days in our very special city.

Nancy H. Bechtle
President
San Francisco Symphony

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For thirty years, the Association of California Symphony Orchestras has brought together individuals whose leadership has ensured artistic excellence and beneficial community services at orchestras throughout the state. We are proud to provide opportunities for Conference attendees to meet their colleagues at other orchestras, talk about the challenges they face, exchange effective ideas, learn from experienced professionals, and enjoy memorable concerts and exciting special events.

We do have a favor to ask you. Please join with us to celebrate ACSO’s 30 years by contributing $30. ACSO depends on gifts to achieve its worthwhile goals. Participants in our $30 for 30 years campaign will all be wearing City of San Francisco stickers.

Thank you for your time, consideration, and enthusiasm. We are delighted that you are here with us.

Joseph Truskot, President
ACSO
Executive Director, Monterey Symphony

Quick Look

Thursday, July 30, 1998

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room Name</th>
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<tbody>
<tr>
<td>9:00 AM</td>
<td>Orientation</td>
<td>Kosakura</td>
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<tr>
<td>9:00</td>
<td>Volunteer Workshop</td>
<td>Osaka</td>
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<tr>
<td>10:00</td>
<td>Audio Session</td>
<td>Kyoto</td>
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<tr>
<td>10:30</td>
<td>Fellows Program</td>
<td>Sakura B</td>
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<tr>
<td>12:00 PM</td>
<td>Peer Forums</td>
<td>Imperial A, B, Spring</td>
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<tr>
<td>2:15</td>
<td>War Memorial Opera House Tour</td>
<td>Bus</td>
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<tr>
<td>4:30</td>
<td>Artist Managers’ Reception</td>
<td>Sakura</td>
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<tr>
<td>6:15</td>
<td>Dinner</td>
<td>Wattis Room *</td>
</tr>
<tr>
<td>8:00</td>
<td>Concert</td>
<td>Davies Symphony Hall *</td>
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<tr>
<td></td>
<td>Reception at Intermission</td>
<td>Wattis Room *</td>
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Friday, July 31, 1998

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<thead>
<tr>
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<tr>
<td>8:00 AM</td>
<td>Orientation</td>
<td>Kosakura</td>
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<tr>
<td>9:00</td>
<td>Scripting Your Pitch</td>
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<td>9:00</td>
<td>Grantmakers</td>
<td>Kyoto</td>
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<tr>
<td>9:00</td>
<td>Education Programs</td>
<td>Spring</td>
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<tr>
<td>10:30</td>
<td>Season Brochures</td>
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</tr>
<tr>
<td>10:30</td>
<td>Musicology</td>
<td>Sakura B, C</td>
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<tr>
<td>10:30</td>
<td>Planned Giving</td>
<td>Kyoto</td>
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<tr>
<td>12:00 PM</td>
<td>Luncheon</td>
<td>Imperial</td>
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<tr>
<td>2:15</td>
<td>Marin Albor, Speaker</td>
<td>Davies Symphony Hall *</td>
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<tr>
<td>2:15</td>
<td>Conductor’s Workshop</td>
<td>Spring</td>
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<tr>
<td>2:15</td>
<td>Special Events</td>
<td>Osaka</td>
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<tr>
<td>2:15</td>
<td>Tracking Ticket Sales</td>
<td>Kyoto</td>
</tr>
<tr>
<td>2:15</td>
<td>The Nonprofit Treasurer</td>
<td>Imperial</td>
</tr>
<tr>
<td>4:00</td>
<td>Annual Meeting</td>
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<tr>
<td>7:30</td>
<td>The Women’s Philharmonic</td>
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<td></td>
<td>Reading Session</td>
<td>Yerba Buena Gardens</td>
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Saturday, August 1, 1998

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<tr>
<td>8:00 AM</td>
<td>Power Seminar</td>
<td>Osaka</td>
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<td>9:00</td>
<td>Operations A to Z</td>
<td>Spring</td>
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<td>9:00</td>
<td>Cyberspace</td>
<td>Kyoto</td>
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<tr>
<td>10:30</td>
<td>Negotiating Sponsorships</td>
<td>Kyoto</td>
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<tr>
<td>10:30</td>
<td>Youth Orchestras</td>
<td>Spring</td>
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<tr>
<td>10:30</td>
<td>A Day in the Life . . .</td>
<td>Sakura</td>
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<tr>
<td>12:00 PM</td>
<td>Luncheon</td>
<td>Imperial</td>
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<tr>
<td>2:15</td>
<td>Denis deCoteau, Honoree</td>
<td>Osaka, Spring</td>
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<tr>
<td>3:45</td>
<td>Innovative Case Studies</td>
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<tr>
<td></td>
<td>Between Labor Contracts</td>
<td>Imperial</td>
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<tr>
<td></td>
<td>Evening</td>
<td>On your own</td>
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Sunday, August 2, 1998

<table>
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<th>Time</th>
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<th>Room Name</th>
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<tr>
<td>2:00 PM</td>
<td>Stern Grove Festival</td>
<td>Stern Grove *</td>
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<td></td>
<td>SF Ethnic Dance Festival</td>
<td>19th Ave. &amp; Sloat Bl.</td>
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* Transportation is on your own. Anyplace in San Francisco is easily reached by cab, BART, and/or Muni. For Stern Grove, take busses 23-Monterey and 28-19th Ave.
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The Future of Music

"Young Concert Artists' track record for backing exceptional talent is off the charts." New York Magazine

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piano
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ANTON BARACHOVSKY
KAREN GOMYO
STEFAN MILENKOVICH
JOO-YOUNG OH
SHUNSUE SATO
YAYOI TODA

viola
NAOKO SHIMIZU*

cello
ALEXANDER CHAUSHIAN
JAN-ERIK GUSTAFSSON

clarinet
ROMAIN GUYOT

bass-baritone
STEPHAN LOGES*

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MAKOTO NAKURA

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San Diego Daily Transcript

“the ever-wondrous Allan Vogel, an oboist who has few peers and no betters”

Los Angeles Times

“scrumptious”

Boston Globe

“Henri Lazarof’s Oboe Concerto provided an intricately winding solo line that Allan Vogel played with virtuosic assurance”

New York Times

“splendid oboe playing”

Cleveland Plain Dealer

“undoubtedly one of a few world masters”

San Diego Union

“It is my continuing regret that there is not an Allan Vogel on every continent. He is an exceptional artist”

Neville Marriner

One of America’s leading wind soloists, Mr. Vogel has appeared as soloist with orchestras throughout the country. New recordings include Lazarof’s Oboe Concerto, Arias with flutist Eugenia Zuckerman, and Bach’s Circle on Delos.

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Fanfare

Hai-Kyung Suh
piano
enormous flair and almost dizzying dexterity.
The Moscow Herald

Hyperion Knight
piano
played Saint-Saens Concerto #1 with outstanding eloquence, brilliant dexterity and a shimmering nuance.
The New York Concert Review

Anthony Brown
baritone
a perfectly placed voice, authoritative, yet as big and penetrating and warm as the sunlight.
The Kitchener- Waterloo Record

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Mark A. Jordan
Diane S. Lent

ACSO Masters' Boutique
Sue Jordan
Sharon McNalley

On-Site Coordinators
Pam Bussey, Resource Assistant, ACSO
Susan Scott, Executive Assistant, ACSO

Many thanks to the members of the ACSO Conference Committee, the ACSO Board of Directors, the staffs and volunteers of the San Francisco Symphony and those of you who contributed to this Conference with your time and expertise.

Conference Registration and Tickets

Sakura

Hours:  
Wednesday, July 29  5:00 PM - 8:00 PM
Thursday, July 30  9:00 AM - 3:00 PM
Friday, July 31  8:00 AM - 5:00 PM
Saturday, August 1  8:00 AM - 12:00 PM

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

Resource Room

Sakura

Orchestra Brochures • Artist Manager Brochures and Rosters
Computer Information • ACSO Masters' Boutique
New Repertoire Directory • Vendor Marketing Materials
Coffee Service

Please Wear Your Name Badge At All Times
You will be asked to leave the meeting rooms if you do not have a badge.

Special Thanks

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the Annual Conference:

Bobbie Cusato
Ann Endsley, Four Seasons Farms
Essary Del Porto & Lowe, Certified Public Accountants
Bob and Marie Gallo
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San Francisco SuperShuttle
San Francisco Symphony
See's Candies
Shoreline Amphitheatre
Shuttle by United
Joseph Truskot
Westin South Coast Plaza
Elizabeth Ustach

Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique.

Shop At The Masters' Boutique

Sakura

All proceeds benefit the Association of California Symphony Orchestras

The Association of California Symphony Orchestras is supported in part by a grant from the California Arts Council.
1997-1998 Contributors

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The Ann and Gordon Getty Foundation
The Clarence E. Heller Charitable Foundation
The William and Flora Hewlett Foundation
The David and Lucile Packard Foundation
River City Bank
Joseph Truskot, Monterey Symphony

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Stephen J. M. Morris
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Mainly Mozart Festival
San Mateo
Santa Rosa
Los Angeles Philharmonic
Philharmonia Baroque Orchestra
Tulare County Symphony
Oakland Youth Orchestra
Los Angeles
Modesto Symphony
Monterey Symphony
Los Angeles Chamber Orchestra
Pacific Symphony Orchestra
California Symphony
Pasadena Symphony
USC Symphony
Modesto Symphony

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Barbara Day Turner
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La Quinta
Modesto Symphony
Pasadena Pops
Napa Valley Symphony
Santa Barbara Chamber Orchestra
San Jose Chamber Orchestra
Philharmonia Baroque Orchestra
California Symphony

Sustaining Members: Gifts $80 - $149
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Fresno
Monterey Symphony
Downey Symphony
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San Francisco Symphony
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Pacific Symphony Orchestra
Stockton Symphony
Pasadena Community Orchestra
Pasadena Pops
Modesto Symphony
Modesto Symphony Guild
Peninsula Symphony Youth Orchestra
San Francisco Symphony
Redding Symphony
San Luis Obispo Mozart Festival
L.A. Music Center Opera
Modesto Symphony
Napa Valley Symphony
San Francisco Symphony
Masterworks Chorale
Young Artists Symphony Orchestra
Bear Valley Music Festival
San Diego
Marin Symphony
Long Beach Symphony
Fremont Symphony
Pacific Symphony Orchestra
Napa Valley Symphony
Monterey Symphony
San Francisco Symphony
California Symphony Alliance
Fresno Philharmonic
Monterey Symphony
Pacific Symphony Orchestra
Riverside
Korean Master Chorale
Fremont Symphony
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American Youth Symphony
Sacramento
American Youth Symphony
Asia America Symphony
Santa Rosa Symphony
Santa Barbara Civic Light Opera
Peninsula Symphony
California Philharmonic Orchestra

Please join or renew your membership at Conference. Individual membership is $55. Membership in ACSO is one year from October 1 to September 30.
Wednesday, July 29, 1998

3:00 PM-4:30 PM
ACSQ Board Meeting
Kyoto

5:00 PM-8:00 PM
Registration
Sakura

Thursday, July 30, 1998

9:00 AM-3:00 PM
Registration
Sakura

9:00 AM
Tune Up Time: Conference Orientation
Kosakura

9:00 AM-12:00 PM
Maximizing Volunteer Potential
Osaka

Part I: Thank Heaven for Volunteers!

Moderator:
Phyllis Apfel, past president, Santa Rosa Symphony

Panel:
Bobbie Casato, board member, Long Beach Symphony
Keith Herritt, operations director, Santa Rosa Symphony
Judy Jelinek, past president, Philharmonic Society of Orange County Women’s Committee
Joseph Truskot, executive director, Monterey Symphony

Part II: More Members Make More Music

Susan Leff Chritton, 1997-98 president of the Junior League of Oakland-East Bay: Pathways Career Planning

Mimi Horowitz
1942-1998

The Association of California Symphony Orchestras dedicates this session to the memory of Mimi Horowitz who died of cancer on June 9, 1998 at her home in La Quinta, Palm Desert. Mimi served on the ACSO Board for several years as a representative of a small community orchestra. She attended every ACSO conference and workshop from the time she became of manager of the Peninsula Symphony in Palos Verdes. She was a champion of ACSO services, which she pitched to her own orchestra and others she had gotten to know in her area. Mimi was never without an idea or opinion. She had a wonderful heart and spirit and we will miss her greatly.

10:00 AM-11:45 AM
Audio Session: Beyond Beethoven

Tired of the Beethoven Symphonies and looking for variety outside contemporary music? A panel of experts will share their private discoveries. These include wonderful-but-obscure composers from the past, undiscovered masterpieces by the greats, and the perfect piece by a living composer that will thrill your orchestra and audience.

Coordinator:
Asher Raboy, music director, Napa Valley Symphony

Panel:
Tom Ilgen, executive director, Napa Valley Symphony
Jim Ruggirello, development director, Long Beach Symphony

Key:

All  AM  B  C  D  E  EX  F  M  MU  O  V  Y
Artist Managers  Board of Directors  Conductors  Development  Education  Executive Directors  Finance  Marketing, Public Relations  Musicians  Operations  Volunteers  Youth Orchestras
Identifying Tomorrow's Masters: CAC/ACSO Fellows Leadership Program

This pilot program was funded by a special grant from the California Arts Council for leadership training. Four Fellows and their Mentors will discuss the projects they developed over the past year which have strengthened their leadership qualities and those of their orchestras.

Moderator:
Karine Beesley, managing director, The Ford Theatre Foundation

Panel:
André Vener, executive director, California Philharmonic
Robert Birman, executive director, Santa Barbara Symphony
Bobbie Casato, board member, Long Beach Symphony
Diane S. Lent, past president, Modesto Symphony
Susan Kosa, marketing and development director, Monterey Symphony
Rebecca Menes, director of marketing & public relations, Pacific Symphony Orchestra
Lori Terra, office manager, Modesto Symphony
Kelly Ruggirello, development director, Orange County High School of the Arts

Sponsored by the California Arts Council

Home Room: Peer Forums

Here it is! Your chance to build your network by exchanging current information with your colleagues. For your convenience, box lunches are available for purchase.

Coordinator: Cathy Stadpert, executive director, Santa Barbara Chamber Orchestra

Imperial A Peer Forum Tables

Table 1
Managers/Orchestras with budgets up to $250,000
Paul Gutierrez, general manager
Tulare County Symphony

Table 2
Managers/Orchestras with budgets of $250,000-$500,000
Parker Monroe, executive director
New Century Chamber Orchestra

Imperial B Peer Forum Tables

Table 3
Managers/Orchestras with budgets of $500,000-$1,000,000
Jennifer Duston, executive director
Oakland East Bay Symphony

Table 4
Managers/Orchestras with budgets over $1,000,000
Robert Birman, executive director
Santa Barbara Symphony

Table 5
Operations/Assistant Managers
Tim Beswick, operations director, San Jose Symphony

Spring Peer Forum Tables

Table 11
Education Directors and Education Volunteers
Randy Porter, director of education, Berkeley Symphony

Table 12
Conductors
Jung-Ho Pak, music director, USC Symphony

Table 13
Leagues and Guilds
Juana Collins, president, Santa Barbara Symphony League

Table 14
Board Presidents/Orchestras up to $500,000
Jane Zastrow, president, The Women's Philharmonic

Table 15
Board Presidents/Orchestras over $500,000
Kenni Friedman, president, Modesto Symphony
Thursday, July 30, 1998

2:15 PM - 4:30 PM
War Memorial Opera House Tour
Visit one of the world's great opera houses. The tour will last approximately 1½ hours. Transportation is included. Buses will depart at 2:15 PM on Post Street in front of YOYO Bistro.

4:30 PM - 5:30 PM
Shop 'n Talk Reception
Meet in the Resource Room, enjoy a glass of wine and meet and mingle with the folks who represent artists. Shop at the Masters' Boutique and check out a "New Repertoire Directory" for orchestra managers.

Sakura
All
$  

8:00 PM
Musical Repast: Dinner and Concert
San Francisco Symphony
Summer in the City "Mad About Concertos"
Single. Double. Triple. You'll be mad about concertos too when you hear J.S. Bach's Piano Concerto No. 1, Mozart's Concerto No. 10 for Two Pianos and the Triple Concerto of Beethoven.

Alasdair Neale, conductor; Jeffrey Kahane, conductor and pianist; Robin Sutherland, piano; Erotica Trio

Dinner: Wattis Room
Dessert: Served at intermission, Wattis Room
Transportation to Davies Symphony Hall (Van Ness at Grove) is on your own.

Post Concert Reception sponsored by the San Francisco Symphony

Friday, July 31, 1998

8:00 AM
Tune Up Time Redux: Conference Orientation
Kosakura
All

9:00 AM - 10:15 AM
1. Scripting Your Pitch
How many times have you felt uncomfortable when a member of the press called you? Attend this session to learn how to communicate with the media and improve your presentation skills. Learn how to get YOUR message in the news.

Norma Flynn, director of publicity, Los Angeles Philharmonic
Judith Learner, president, Effective Communication Consultants

Sponsored by Ticketmaster

2. Ask the Grantmakers: Medicis of the Master Class
Hear directly from the California foundation leaders. What are the trends in guidelines, funding for music, secrets of the application process, who qualifies, and more. How to make your case for general operating funds.

Moderator:
Corty Fogle, management consultant

Panel:
Nancy Glaze, director of arts programs, The David and Lucile Packard Foundation
Bruce A. Hirsch, executive director, The Clarence E. Heller Charitable Foundation
Cara Mirikitani, program director, The James Irvine Foundation
3. Audit Your Education Programs
Some orchestras have mastered the art of weaving education into every event they stage. Find out how to incorporate education into your concerts, special events, and ensemble presentations. We'll help you with next steps if you are setting up a new program.

Moderator:
Ron Gallman, director of education,
San Francisco Symphony

Panel:
Hans Imhof, board member, Pacific Symphony Orchestra
Randy Porter, education director, Berkeley Symphony

Sponsored by Dr. Sylvia Shepherd

10:30 AM-11:45 AM

1. Communication 101: The Key to Successful Season Brochures
When putting together your season brochure keep in mind the key principles of good communication. A panel of experts will explore the do's and don'ts of direct mail, examine good and less good brochures, and highlight illustrations of successful efforts.

Paul Dupree, Paul Dupree Communications; former director of marketing and publications, Baltimore Symphony Orchestra
Patty Gessner, marketing consultant, San Francisco Symphony

Sponsored by Metro Direct, an MSGI Company

Sakura B,
Sakura C

2. Musicology in One Easy Lesson
New members are asked on the Board for a lot of reasons, but maybe not for their classical music expertise. This lively and humorous session will teach you everything you need to know to be music-wise...and then some. In only one session, we'll make you aware of musical forms, teach you why the concert format is as it is, and provide amusing anecdotes about famous musical personalities you can share at cocktail parties.

Moderator:
Mike Morris, past president, Pasadena Symphony

Panel:
Michael Kralewski, music director, Modesto Symphony
Asher Raboy, music director, Napa Valley Symphony

Sponsored by Corbett Arts Management, Ltd.

3. Postgraduate Session: Planned Giving for Major and Multi-year Gifts
Planned gifts show long-term commitment on the part of donors and reap great rewards for your organization in years to come. This session will help you to sort through the possibilities of "planned gifts" and how to attract them to your orchestra. Learn the ABC's of starting up, and get good advice on how to maintain a planned giving society.

Corty Fengler, management consultant
Douglas F. McRae, executive vice president,
Capital Alliance Group

12:00 PM-2:00 PM
Luncheon
Guest speaker:
Marin Alsop, music director, Colorado Symphony,
creative conductor chair of the Saint Louis Symphony and music director of the Cabrillo Festival
“WHAT DOES THE FUTURE HOLD FOR ORCHESTRAS?”
Sponsored by Michel Schmidt Artist International, Inc.

2:15 PM-4:00 PM
Conductor's Workshop: Famous Tricky Spots
You know that one is down and two is to the side, and how Tchaikovsky's Fifth should go. The trouble is that your audition has all those tricky spots that can make you look bad. Fear not! Ms. Alsop will lead you through the toughest spots in music! Piano accompaniment will be provided. A repertoire list is available at the Registration Desk.

Marin Alsop, music director, Colorado Symphony

Davies Symphony Hall, Zellerbach C
Transportation is on Your Own
Sponsored by Geraldine C. & Emory M. Ford Foundation
2:15 PM-3:45 PM  
**Spring**  
**Masterful Special Events**  
The stalwart volunteers of orchestras annually present fun, lucrative and innovative fund raisers which secure needed dollars and wider publicity. Great ideas for both volunteers and development staff.

**Moderator:**  
**Debbie Chin, director, Volunteer Council, San Francisco Symphony**

**Panel:**  
**Mary Margaret Ward, president, SF League of San Francisco Symphony, "Symphony Prelude to Promenade"**  
**Carol Suveda, development director, Berkeley Symphony, "Berkeley Film Festival"**

**Osaka**  
**Statistical Lessons: Tracking Ticket Sales**  
Do you know how much it costs to acquire a new subscriber? To retain an existing one? In a world of scarce resources, tracking and evaluating marketing dollars spent and income generated is critically important. In this session, you'll learn specific examples of how to save money and attract more people.

**Patty Gesner, marketing consultant, San Francisco Symphony**  
**Rebecca Menes, director of marketing & public relations, Pacific Symphony Orchestra**

**Sponsored by Stephen Dunn & Associates**

**Kyoto**  
**Orchestral Equations: The Non-Profit Treasurer**  
The presentation of your orchestra's fiscal information depends on the skills of your Board treasurer, whether or not you have a finance director on staff. Learn what qualities and skills this individual must have to monitor budgets, cash positions, and investment earnings effectively. Find out how to read danger signs, give a thorough report at Board meetings, and establish credible financial statements.

**Moderator:**  
**Jed Coffin, finance director, Monterey Symphony**

**Panel:**  
**Stan Delugach, CPA, Delugach & Delugach; board member, Oakland East Bay Symphony**  
**Diane Kelly, CPA, CMA, past board member and treasurer, Monterey Symphony**

**Sponsored by Capital Alliance Group**
Saturday, August 1, 1998

8:00 AM-12:00 PM
Osaka

**Power Seminar: Holland’s Opus**

"How Boards Can Add Greater Value to Their Organizations" (includes Continental breakfast)

Introduction: 

**John Forzyte**, executive director, Pacific Symphony Orchestra

An expert in Board effectiveness will teach trustees and volunteers how to maximize their efforts as orchestra leaders. Mr. Holland has studied Boards for more than 12 years and will show you what makes effective Boards work, what hinders ineffective Boards, and what steps to take to influence change in the entire organization.

**Thomas Holland**, Ph.D., professor and director, Institute for Nonprofit Organizations, University of Georgia

Sponsored by Bank/ America Foundation

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9:00 AM-10:15 AM
Spring

**1. Operations A to Z in a Small Budget Orchestra**

A discussion of the special problems in identifying, assigning and executing all operations tasks, including hiring musicians, presenting concerts outside of professional halls, managing a concert, ushers, security, parking, and carting.

Moderator: 

**Jim Medvitz**, director of operations, Pacific Symphony Orchestra

Panel: 

**Neil Birnbaum**, general manager, Riverside County Philharmonic

**Andrea Laguni**, director of artistic administration, Los Angeles Chamber Orchestra

**Sarah McLean**, operations director, San Diego Chamber Orchestra

**Cynthia Weichel**, operations director, California Symphony

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10:30 AM-11:45 AM
Kyoto

**2. Cyberspace Communications**

What technology should you buy next? What is involved in setting up a web site, and is it worth it? What ticketing software do your peers recommend, or not? Is your computer network all it should be? Come listen to what some experts are saying, and have a chance to ask your own questions as well.

Moderator: 

**Robert Lippert**, executive director, Fresno Philharmonic

Panel: 

**Shawn Fraser**, PC support specialist, San Francisco Symphony

**Carol Handelman**, director of operations/finance, Philharmonia Baroque Orchestra

**Michael Nelson**, principal, SacWeb

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2. **Survival Skills: How to Negotiate a Sponsorship**

We count so much on our corporate sponsors and wish we had more of them! Hear ideas on what to offer a sponsor, how to work together to achieve mutual goals, and tips on negotiation and sponsorship discovery.

Host: 

**Betty Utzsch**, director of marketing and development, Modesto Symphony

Panel: 

**Howard DeBow**, manager, marketing services, Visa, U.S.A., Inc.

**Karen Rotko-Wynn**, director of development and capital campaigns, Seattle Symphony

Sponsored by Group 121

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2. **Youth Orchestra Harmony**

How to attract and nurture young talent in non-supportive environments. Perspectives from a music director, manager, student, parent and Board member will show you how to coordinate obligations for balanced harmony.

Moderator: 

**Cynthia Weichel**, operations director, California Symphony

Panel: 

**Michael Morgan**, artistic director, Oakland Youth Orchestra

**Debra Schwartz**, parent & board member, Oakland Youth Orchestra

**Elia Van Lith**, musician, Young People’s Chamber Orchestra
3. Learn From the Pros:
A Day in the Life of a Box Office Manager,
Small Budget Orchestra Manager and Conductor
This session is similar to last year’s popular review of an
executive director with a large orchestra, an operations
director and a development/marketing director. Staff share
the particulars of their day, how they prioritize, plan, and
manage their jobs.

Moderator:
Mark A. Jordan, concertmaster, Modesto Symphony

Panel:
Janice Glenn, ticket services director, San Francisco Symphony
Mitchell Sardou Klein, music director, Peninsula Symphony
North, IMK International String Competition
Parker Monroe, executive director, New Century Chamber
Orchestra

2:15 PM
Innovative Case Studies
Twenty minute case studies on round tables will give you
a chance to sample several bright new ideas.

Coordinator:
Geoffrey Fontaine, executive director, Pasadena Symphony

Table 1
Leave a Legacy
Arts organizations collaborate to create a new city-wide
planned giving program.
Terry Brown, executive director, Music in the Mountains

Table 2
Creative Staffing Solutions
Keep your orchestra running at peak efficiency by
considering alternatives available in using project
consultants, interim executives and other “free agents.”
Bruce D. Thibodeau, Arts Consulting Group

Table 3
LA Filmharmonic
The Los Angeles Philharmonic meets Hollywood —
the launch of an innovative art form.
Norma Flynn, director of publicity,
Los Angeles Philharmonic

Table 4
Fair’s Fair
Find out how county fairs are reaching out to arts
organizations to provide new opportunities for arts
programming and new audiences.
Sally Davis, manager, State-Local Partnership,
California Arts Council
Patricia Milich, manager, touring/presenting program,
California Arts Council

Table 5
Search is On
A walk-through of a traditional executive director search.
Janice Johnson, past president, Pacific Symphony Orchestra

Table 6
Board-Staff Interactions
How to optimize relationships between Boards and
staff members.
Thomas Holland, Ph.D., University of Georgia

Sponsored by Columbia Artists Management, Inc.
Saturday, August 1, 1998
continued

3:45 PM
5:00 PM
Final Assembly: Closing General Session
"Between Labor Contracts"
Conflict is a natural state resulting from difference of
perspective and opinion. Through conflict, parties develop
creative solutions and innovative approaches to problems.
What can labor and management do to work toward joint
resolutions as well as to develop sound working relation-
ships during the life of the contract?

Host:
Millie Mitchell, general manager, California Symphony

Guest Speaker:
Commissioner Gary Hattal, Federal Mediation and
Conciliation Service

Sponsored by James T. Medvitz

Evening on Your Own

Check the bulletin board in the
Resource Room for group activities

Sunday, August 2, 1998

2:00 PM
Stern Grove Festival
San Francisco Ethnic Dance Festival
If you’re staying over, join other ACSO Conference
attendees at the Stern Grove Festival. We have special table
seating reserved. The concert starts at 2:00 PM, but arrive
by 12 PM for your spot. Bring a lunch or buy one there.
The Grove is a beautiful outdoor setting – afternoons can
be quite cool; wear appropriate clothing. You are on your
own for transportation. The Grove is at 19th Avenue and
Sloat Boulevard.

ACSO 1997-98
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Staff
Kris Saslow, executive director
Susan Scott, executive assistant
Pam Busby, resource assistant

ACSO
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2 Bench Seats to a 1998 Hollywood Bowl Concert
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on August 6 or 13, 1998

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Symphony Pops Concert of Your Choice

2 Tickets to a Pacific Symphony Orchestra Summer Concert
at Irvine Meadows Amphitheater and a Two Night Stay for Two
at the Westin South Coast Plaza Hotel

2 Tickets to the San Francisco Symphony
(subject to availability)

2 Tickets to the 1998 Season Concert of Your Choice
at the Shoreline Amphitheater, Mountain View

Make Your Donation
at the Registration Desk

Gift must be made during the Conference.
The drawing will take place at the conclusion of Saturday's lunch.
Must be present to win.
All concerts and hotel rooms subject to availability.

Dmitri Berlinsky, violinist

"...an exceptional musician
and a violinist in control of his instrument and the music."
The Los Angeles Times

Kathy Cowan
Folk Singer

"Cowan easily embodies the spirit of Irish womanhood..."
Chicago Sun-Times

"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

Anton Kuerti, pianist

Christopher Taylor

"...one of the most brilliant American pianists of the younger generation..."
Washington Post

James Giles, pianist
Joanna Hodges International Piano Competition Winner

"A remarkable talent with extraordinary sensitive, flowing playing and thunderous virtuosity."
The Southamton Press
A Century of Song

The brightest stars of the stage come together to celebrate Broadway’s first 100 years in one fantastic evening of music and laughter.

A Century of Song is a special program featuring music by legendary composers, and performances drawn from 100 years of Broadway’s greatest shows. It’s the perfect programming choice for your seasons leading up to and beyond the millennium. The theater’s current top entertainers perform selections by such musical luminaries as Cohan, Berlin, Porter, Rodgers & Hammerstein, Lerner & Loewe, Bernstein, Sondheim, Lloyd-Webber, Yeston (“Titanic”), Ahrens & Flaherty (“Ragtime”) and more.

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Not since Edith Piaf has a French songstress captured the hearts of American audiences the way RAQUEL BITTON has.

From intimate settings to concert halls, RAQUEL BITTON sings the music of Edith Piaf, Maurice Chevalier, Yves Montand, Charles Trenet, Lucienne Boyer, Paul Misraki, Josephine Baker and the more contemporary composers like Michel Legrand and Jacques Brel. RAQUEL BITTON recreates that era with a repertoire that is an elegant blend of old, new, obscure and familiar, as well as songs written by American composers of the golden era.

"Portland Symphony Orchestra delights audience with a musical trip to Paris. RAQUEL BITTON's well conceived program was unforgettable, she moved from the biting Brechtian 'Boulevard du crime' to more introspective songs of love and loss, more and more in the breathy, subtly erotic Piaf style."

-Jane Lamb, Portland Maine News

web: www.raquelbitton.com