ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

32nd Annual Conference
August 11-13, 2000
Hosted by the
San Jose Symphony

A NEW OPUS A NEW CENTURY
On behalf of the San Jose Symphony, I am proud to welcome all of you attending the Association of California Symphony Orchestras Annual Conference. On your return visit to San Jose, I hope you will enjoy the many attractions available downtown and surrounding us in all of Silicon Valley. Most of all, I applaud your efforts to learn and innovate as we try to enhance our many symphony orchestras and thereby bring great music to all the people in California.

Michael L. Hackworth
Chairman, San Jose Symphony
Board of Directors
Welcome to ACSO’s 32nd Annual Conference, “A New Opus, A New Century.” We are proud of the topics on this year’s agenda that will be addressed by the talented orchestra managers, trustees, and musicians of California’s orchestras.

Of special note this year are the sessions dedicated to our state’s many youth orchestras. ACSO has recently completed a statewide Youth Orchestra Assessment, funded by the David and Lucile Packard Foundation, and you’ll be the first to hear information gleaned from that study.

We’ll also be treated to a performance at the world-renowned Cabrillo Music Festival, under the music direction of Marin Alsop, feeding our souls with musical delights. Another special highlight will be our Friday luncheon honoring legendary conductor Sandor Salgo, formerly of the Marin and Modesto Symphonies and the Carmel Bach Festival.

I’d like to extend my very sincere thanks to the San Jose Symphony for hosting this year’s Conference, and to Asher Raboy, music director of the Napa Valley Symphony, who serves as Conference chair. Also, thank you to the ACSO Board of Directors for serving on our Conference committee, and to our incomparable staff Kris Saslow and her associates, for guiding, prodding, and motivating us to convene a Conference that celebrates the strengths and diversity of orchestras in California and the Western United States and other music organizations!

Please join us at ACSO’s Annual Meeting, held immediately following the Opening General Session, where we honor those nominated for the “Most Valuable Player” award, and report on your Association’s activities for the year.

Here’s to another great Conference!

Karine Beesley
President

Friday

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<td>Ready, Set, Sparkle... Newsletter/Brochures</td>
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<td>12:00 PM - 2:00 PM</td>
<td>Luncheon to Honor Sandor Salgo</td>
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<td>Marketing Means Selling Tickets</td>
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<td>2:30 PM - 4:00 PM</td>
<td>And the Winner Is – Board Nominations in Your Future</td>
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<td>2:30 PM - 4:00 PM</td>
<td>Magic in Producing Concerts</td>
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<td>5:00 PM</td>
<td>Board Buses to Santa Cruz</td>
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(formerly known as Stephen Dunn & Associates)

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MSGi Direct is the industry leader in telemarketing and telefundraising for the performing arts. We succeed by designing campaigns that fit our clients' specific needs while earning the highest possible revenues. MSGi Direct now offers integrated marketing services, including Web site development, Internet fundraising, direct mail, and database management.

MSGi Direct specializes in annual fund, special gift, and capital campaigns. We offer on-site campaign management or full-service campaigns from our state-of-the-art Berkeley Calling Center. With over seventeen years of experience, MSGi Direct has a proven track record no other company can match.

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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.

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Concert Tickets
Los Angeles Opera
Concert Tickets
Los Angeles Philharmonic
Concert Tickets
Pacific Symphony Orchestra
Philharmonia Baroque Orchestra
Ritz-Carlton, Marina del Rey Hotel
San Francisco Symphony
See's Candies
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Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique.

Asher Raboy, 2000 Conference Chair
music director, Napa Valley Symphony
ACSO's Tuneful Boutique
Sue Jordan, chair
past president, Oakland Youth Orchestra
Sharon McNalley, board member, Los Angeles Chamber Orchestra
and
Judith Jelinek, board member, Philharmonic Society of Orange County, shoppers

Many thanks to the members of the ACSO Conference Committee, the ACSO board of directors, the staff and volunteers of the host orchestra and those of you who contributed to this Conference with your time and expertise.

Conference program design: Lisa Wood Design

Conference Notes

CONFERENCE REGISTRATION, TICKETS, RESOURCE ROOM AND BOUTIQUE

Hours:
Thursday, August 10 5:00 PM – 8:00 PM
Registration and Vendor Set-up
Friday, August 11 8:00 AM – 4:00 PM
Saturday, August 12 8:00 AM – 4:00 PM
Sunday, August 13 8:00 AM – 11:00 AM

• 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.
• Luncheon tickets must be purchased the day before the event to ensure your inclusion.

RESOURCE ROOM
• Coffee Café
  Sponsored by Young Concert Artists
• Orchestra Brochures
• Artist Manager Brochures and Rosters
• Computer Information
• Vendor Information
• The Tuneful Boutique

DON'T FORGET TO SHOP AT THE TUNEFUL BOUTIQUE
All proceeds benefit ACSO

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

PLEASE WEAR YOUR NAME BADGE AT ALL TIMES WHILE IN THE HOTEL OR ATTENDING ACTIVITIES AT ANY OF THE OTHER VENUES. YOU MUST BE A REGISTERED CONFERENCE DELEGATE TO ATTEND SESSIONS. WE RECOMMEND THAT YOU DO NOT WEAR YOUR NAME BADGE WHILE WALKING OUTSIDE.
MAJOR GIFTS
California Arts Council
The Ann and Gordon Getty Foundation
The Thornton S. Glade, Jr., and Katrina D. Glade Foundation
The Clarence E. Heller Foundation
The William and Flora Hewlett Foundation
The David and Lucile Packard Foundation
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Young Concert Artists

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Amy Carson-Dwyer
Debbie Chinn
Bobbie Casato
Jan Derecho
Peggy E. Duly
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Geoffrey Fontaine
Ronald Gallman
Judith Jelinek
Sue Jordan
Robert Lippert
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Modesto Symphony
Los Angeles Opera
Santa Barbara Symphony
Long Beach Symphony
Colbert Artists Management
New Jersey Shakespeare Festival
Santa Cruz County Symphony
Mainly Mozart Festival
San Mateo
Santa Rosa
Pasadena Symphony
San Francisco Symphony
Philharmonic Society of Orange County
Oakland Youth Orchestra
Fresno Philharmonic

Gifts $175 - $299
Suzanne M. Dewar
Patricia Gesserer
John D. Goldman
Louis G. Spisto
Ann Vander Ende
Elizabeth Utsbuch
Susan Vich
Pebble Beach
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American Ballet Theatre
Philharmonia Baroque Orchestra
Modesto Symphony
Santa Rosa Symphony

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Christina Diver
Suzanne Farbstein
Sandra Fenton
Ernest Fleischmann
Pam Frame
John Larry Granger
George N. Hale, Jr.
John Hancock
Carol Handelman
Christopher Hest
Don Jones
Judy Linton
Richard Malone
David Marsten
Philip Miles
Santa Rosa Symphony
Fresno Philharmonic
Marin Symphony
San Francisco Symphony
California Symphony
Santa Barbara Symphony
Santa Rosa Symphony
Long Beach Symphony
Sacramento Symphony League
Sacramento Symphony League
Marin Symphony
San Francisco Conservatory of Music
Masterworks Chorale
Pacific Symphony Orchestra
Fleischmann Arts
Napa Valley Symphony
Santa Cruz County Symphony
San Francisco Symphony
Long Beach Symphony
Calif. League of Conservation Voters
San Francisco Symphony
Yountville
New West Symphony
KDFC-FM
Music in the Vineyards
Pasadena Pops
1999 - 2000

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Patricia A. Mitchell
Ellen Newman
Thomas Osborn
Peggy Peterson
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Russell Repogle, Jr.
Edith Roberts
Sara Salsbury
Nancy Schneider
Mary Schnepp
Dr. Sylvia Shepherd
Gang Situ
George Sinclair
Kris Sinclair
Christopher Story, IV
Liz Summer
Deborah Tonella
Elise Unruh

Los Angeles Philharmonic
San Francisco Symphony
Downey Symphony
San Luis Obispo Symphony
Santa Cruz County Symphony
Modesto Symphony
Pasadena Pops
Pasadena Symphony
Peninsula Symphony Youth Orchestra
Stockton Symphony
San Bernardino Symphony
San Diego Chamber Orchestra
Alexander String Quartet
Sacramento Opera
ACSO
West Coast Symphony
San Luis Obispo Symphony
Napa Valley Symphony
Santa Barbara Civic Light Opera

Jeanne Hess
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Apo Hsu
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Don Jones
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Cynthia Weichel
Janet Skinner Wells
Sheila Wells
Creighton White
David Young
Timothy Zerlang

Symphony League of Santa Cruz
Ensemble Monterey
The Women’s Philharmonic
Peninsula Symphony
Modesto Symphony
Yountville
San Diego Chamber Orchestra
UC Davis
Vallejo Symphony
Monterey Symphony
Livermore-Amador Symphony
Yuba Symphony
Costa Mesa
Arts Consulting Group
Utah Symphony
Denver
Oakland East-Bay Symphony
Vallejo Symphony
Stockton Symphony
Marin Symphony League
Stockton Symphony
Pasadena Community Orchestra
American Youth Symphony
Pacific Symphony Orchestra
Anderson School of Management
UCLA
Sacramento Symphony League
Santa Rosa
San Jose Chamber Orchestra
California Philharmonic Orchestra
Santa Rosa Symphony
Pasadena Pops
Santa Monica Symphony
Santa Rosa Symphony
Long Beach Symphony
El Camino Youth Symphony

*deceased

Gifts Under $99

David Amos
Betty Asher
Lisa D. Auerbach
Wilford L. Baumes
Leyna Bernstein
Nicholas G. Bires
George Boomer
Deborah Card
Paul Chummers
John Cron
Joan Cumming
Carol Canning
John Daniels
Janet Davids*
Susan K. Early
G. Robert Evans
Norma Flynn
Kenni Friedman
Albert Gedman
Owen Grifﬁth
Leomil Grin
Allen Robert Gross
San Diego
Santa Cruz County Youth Symphony
American Youth Symphony
Santa Barbara Chamber Orchestra
The Women’s Philharmonic
Pacific Symphony Orchestra
Coronado
Seattle Symphony
San Jose Symphony
Davis
Los Angeles Philharmonic
CCS International
Pacific Symphony Orchestra
Long Beach Symphony
Fresno Philharmonic
Monterey Symphony
Los Angeles Philharmonic
Modesto Symphony
Napa Valley Symphony
Torrance Symphony
San Jose Symphony
Santa Monica Symphony

Please join or renew your membership at Conference.

Individual membership is $55.
Membership in ACSO is one year from October 1 to September 30.
David Fedele flute
Featured in Bright Sheng’s “The Silver River” at the Spoleto Festival U.S.A. “...it was wondrous to hear the romance of David Fedele’s flute.”
—The New York Times

Jean-Claude Pennetier piano
“Under his fingers, the piano is no longer a percussive instrument but a magical box from which sleeping sonorities fly like butterflies.”
—Nice Matin

Steven Doane cello
“He is a performer with the rare combination of heart, virtuoso technique, and interpretive intelligence.”
—The Milwaukee Journal

Régis Pasquier violin
“A violinist with a beautiful sound and enviable musicality.”
—La Presse

Hamao Fujiwara violin
“An international treasure—Fujiwara was nothing short of brilliant. He is an incomparable violinist with glorious, soaring tone and masterful technique. His performance was lush, with sweeping, powerful phrase.”
—The Seattle-Post Intelligencer

Menahem Pressler piano
“Mr. Pressler invested all of this music with remarkable generosity of spirit and a world of experience in performances full of surprises and revelations.”
—The New York Times

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Giovanni Pierluigi da Palestrina (c.1525-1594)

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ACSO
Next Season

Workshops
Mid-winter Managers Meeting
Board of Director Consultations
More Operations Documents On-line
Annual Conference in Orange County
Thursday, August 10, 2000

3 – 4:30 PM
Aonso Board Meeting
Pasce Room

5 – 8 PM
Registration & Vendor Set-up
Gold Room

Friday, August 11, 2000

9 AM – 3 PM
Registration
Gold Room

9 AM – 9:45 AM
Conference Orientation
Boardroom, 20th Floor
One of the things that makes this Conference different from any other is its emphasis on the personal touch. Take a moment to plan how to get the most out of your Conference experience.
Host: Geoffrey Fontaine, executive director, Pasadena Symphony

KEY

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F Finance
M Marketing, Public Relations
MU Musicians
O Operations
V Volunteers
Y Youth Orchestra
S Additional Cost

Friday, August 11, 2000

10 AM – 2 PM
21st Century Volunteerism: Creating Unity and Focus among Volunteers
Garden Room

Many challenges face volunteers and volunteer organizations. This four-hour session explores ways to create a shared vision for the future within the league and the orchestra as a whole, to generate more recognition for your members, to build teamwork and to create passion, plus some exciting fundraising ideas. Leagues around the state will be showcased, with many opportunities to share ideas. Box lunches are available for purchase.

B, V, Y

Host: Asher Raboy, music director, Napa Valley Symphony
Lonne Carr, past president, Napa Valley Symphony League
Ellie Gordon, co-chair, Gala 2000: A Journey of Musical Dreams; member, Pacific Symphony Orchestra League
Judith Jelinek, board member, Philharmonic Society of Orange County
Elaine John, past president, Napa Valley Symphony; director of marketing & development, St. Helena Hospital; executive director, St. Helena Hospital Foundation
Jo Ellen Qualls, co-chair, Gala 2000: A Journey of Musical Dreams; board member, Pacific Symphony Orchestra

Session sponsored by Dr. Sylvia Shepherd

10 AM – 11:45 AM
1. Ready, Set, Sparkle: Makeover Tips and Trends
Empire Room

Learn the five essential tips for creating an effective newsletter or brochure. Bring your newsletter or brochure for on-site evaluation, along with your questions about grammar, writing, design, layout, publishing software, printing and mailing!

EX, M, V

Host: Susan Koza, marketing director, Monterey Symphony
Henry Ruddle, president, Ruddle Creative, Inc.
2. Visit, Ask and Close the Gift

California Room
Pair up a Board member, conductor, development officer or executive director and learn how to make your case with prospective donors.

B.C.D.EX
Host: Lisa Bury, director of development,
Long Beach Symphony
Leyna Bernstein, board member,
The Women's Philharmonic
Rebecca Chekouras, director of development,
The Women's Philharmonic

12 – 2 PM
Chat Room: Peer Forums

Regency I & II
Build your resource base while meeting, mingling, and exchanging information with your colleagues. Box lunches are available for purchase.

ALL
Coordinator: Jan Derecho, executive director,
Santa Cruz County Symphony

Peer Forum Tables

Table 1 Managers/Orchestras with budgets of
$500,000 and under
Sandi Sigurdson, executive director,
San Luis Obispo Symphony

Table 2 Managers/Orchestras with budgets of
$500,000 to $1,000,000
Tom Serene, executive director,
Stockton Symphony

Table 3 Managers/Orchestras with budgets over
$1,000,000
Rob Birman, general manager,
Santa Barbara Symphony

Table 4 Managers & Trustees of Youth Orchestras
Barbara Stack, general manager,
Oakland Youth Orchestra

Table 5 Development Directors
Elizabeth Ustach, director of development
Modesto Symphony

Friday, August 11, 2000

Table 6 Marketing & Public Relations Directors
Rebecca Menes, director of marketing and
publicity, Los Angeles Philharmonic

Table 7 Operations/General Managers
Andrea Laguni, general manager,
Los Angeles Chamber Orchestra

Table 8 Finance Directors
Jed Coffin, director of finance, Santa Rosa Symphony

Table 9 Education Directors and Education Volunteers
Pam French, director of education & community
programs, Pacific Symphony Orchestra

Table 10 Board Presidents/Orchestras $500,000 and under
John Stipecevich, president,
San Luis Obispo Symphony

Table 11 Board Presidents/Orchestras over $500,000
Mike Oster, president, Napa Valley Symphony

Table 12 Artists Managers
Monica Felkel, artist manager,
Young Concert Artists

Table 13 Conductors
Peter Jaffe, music director, Stockton Symphony

Table 14 Youth Orchestra Conductors
Yair Samet, music director,
San Jose Youth Orchestra

2:15 – 3:30 PM
Opening General Session
"New Kids on the Block"

Club Regent

Two new California executive directors show how they quickly assessed their organization's strengths and weaknesses and developed strategies to deal with both.

ALL
Welcome and introduction:
Karine Beesley, president, ACSO Board of Directors
Brent Assink, executive director,
San Francisco Symphony

Session sponsored by
Columbia Artists Management, Inc.
Friday, August 11, 2000

3:45 – 5 PM
Bravo! ACSO Annual Meeting
Club Regent
Special guest:
Barry Hessenius, director, California Arts Council
Most Valuable Player Award Presentations
ALL

6 PM
Tune-up Party
145 W. San Carlos St.   SAN JOSE SYMPHONY
Hosted by the San Jose Symphony Board and staff, drinks and heavy hors d’oeuvres are the fare at the exciting new Tech Museum of Innovation just steps from the Fairmont Hotel.
ALL

7:45 PM
Shuttle transportation will be provided to San Jose State University Concert Hall (on campus at the intersection of San Carlos and 7th Street) from the main entrance of the Fairmont Hotel on Market Street beginning at 7:45 pm. For those who prefer, the walk will take from ten to fifteen minutes.

8 – 9 PM
The Women’s Philharmonic: Exciting Music in the Making
The New Music Reading Session provides women composers an opportunity to hone their craft by hearing their music performed by a professional orchestra. A three-hour reading will begin at 6 PM. Conference delegates are invited to attend any portion of the session they wish. The final hour will include performances of the three selected works and an open discussion with the composers, musicians and audience members.
Koren Cowgill  Gravé
Dorothy Hindman  Magic City
Kathryn Mishell  Rhapsody
ALL

8:30 PM – 9:15 PM
Return transportation from the Concert Hall

Saturday, August 12, 2000

8 – 8:45 AM
Conference Orientation
Boardroom, 20th Floor
Host: Geoffrey Fontaine, executive director, Pasadena Symphony

8:30 – 10:30 AM
1. Creating and Marketing a Planned Giving Program
Garden Room
Planned giving is one of the fastest growing and, potentially, one of the most lucrative sources of fundraising for charitable institutions in America. This session will offer you specific ideas and methods on how to develop your own program with minimal additional personnel or cost. Learn strategies to market your program, create a donor recognition society, establish a Board committee, and present planned giving concepts to prospects.
B,D,EX
Host: Lisa Bury, director of development, Long Beach Symphony
Jonathan Siner, director of planned giving, Lyric Opera of Chicago
Session sponsored by The Capital Alliance Group, LLC

2. California’s Arts Education Initiatives: A View from the Inside
Crystal Room
Our allies in Sacramento offer an insider’s look at how arts education initiatives and funding are legislated and administered. These decisions significantly impact school music programs and our orchestras’ ability to properly serve the education community. Also, learn how to write a clear, concise California Arts Council grant and what panelists are looking for.
B,D,E,EX,MU,Y
Moderator: Ron Gallman, director of education, San Francisco Symphony
Scott Heckes, organizational support program director, California Arts Council
Sonia Hernandez, deputy superintendent of curriculum and instructional leadership branch, California Department of Education
Saturday, August 12, 2000

9 - 10 AM
1. Conductor's Workshop: Diva Delirium
   California Room
   For a conductor, working with a singer offers unique challenges. A sublime experience with one can turn into a disaster with another. We'll explore the many issues involved in working with singers and take a look inside the singer's soul. Topics include the singer's musical vocabulary, choosing the right voice type for a particular role, breathing with the singer, and conductor as accompanist — do I follow or lead?
   C, MU, O
   Introduction: Leonid Grin, music director, San Jose Symphony
   Adelaide Sinclair, mezzo-soprano
   Dean Williamson, music director, Seattle Opera Young Artists Program
   Session sponsored by Geraldine C. & Emory M. Ford Foundation

10:30 - 12 PM
1. Celebrate 2000 with Special Events
   Valley Room
   Special events take on added dazzle and generate dazzling returns when produced with careful attention to detail. Discover the latest concepts in fund-raising events and customize them for your organization's benefit.
   B, V
   Moderator: Judith Jelinek, board member, Philharmonic Society of Orange County
   Nancy Baker, chair, "Garden Tour," Fresno Philharmonic Guild
   Jackie Jackson, chair, "Kitchens in the Vineyards," Music in the Vineyards
   Nancy Morrow, co-chair, "Design House," immediate past president, Philharmonic Society of Orange County
   Session in memory of Diane Lent, past president, Modesto Symphony; ACSO Board of Directors
   Kay Sherman

12 - 2 PM
1. Applause! Applause! Luncheon to Honor Sandor Salgo
   Regency II
   ACSO honors Sandor Salgo for his contributions to classical music in Northern California. As a gifted teacher (with the Stanford University faculty), and as music director of the Marin Symphony, the Carmel Bach Festival and the Modesto Symphony, he has touched students, audiences and musicians in a way that continues to enrich our field.
   ALL S
   Emcee: Ann Weston, musician, Marin Symphony
   Music by: Mark A. Jordan, violin
             Jan Volkert, cello
             Helene Wickett, piano
   Session sponsored by Wells Fargo Private Banking
Saturday, August 12, 2000

2:30 – 4 PM

1. Marketing Means Selling Tickets
   California Room
   As a sequel to last season’s session with Roper Starch Worldwide, arts marketing professionals face-off with a research analyst over such hot topics as e-commerce, branding, target marketing and a new age of customer service.
   M
   Joan Cumming, director of marketing and communications, Los Angeles Philharmonic
   Rebecca Menes, marketing manager, Los Angeles Philharmonic
   Session sponsored by Lloyd E. Rigler – Lawrence E. Deutsch Foundation

2. And the Winner Is — Board Nominations in Your Future
   Valley Room
   Pump some life into Board recruiting, orientation, training, education and leadership succession with a winning 10-step formula to rejuvenate top leadership.
   B,D,EX,Y
   Joan Lounsbury, executive director, Santa Rosa Symphony
   Warren Riley, principal, Rossi Finkelstein & Company, LLP
   Session sponsored by Silicon Valley Law Group

3. Smoke and Mirrors: Magic in Producing Concerts
   Garden Room
   Explore creative ideas for staging and enhancing the concert experience for your audiences, including how to find special production technicians.
   C,E,O,Y
   Tim Beswick, director of operations, San Jose Symphony
   Andrea Laguni, general manager, Los Angeles Chamber Orchestra
   Jim Reeves, general manager, New West Symphony
   Session sponsored by James T. Medvitz

5 PM
   Board buses at the main entrance of the Fairmont Hotel

5:15 PM
   Buses depart for Santa Cruz Civic Auditorium

6:30 – 7:45 PM
   Pre-concert music with dinner al fresco

8 PM
   Cabrillo Music Festival Concert
   Enjoy the award-winning Cabrillo Music Festival, renowned for its innovative arrangements of contemporary pieces. Winner of the ASCAP Award for Adventurous Programming of Contemporary Music for eighteen consecutive years, it is joined this evening by the Festival Chorus.
   Kurt Weill
   Marie Galante
   Angelina Réaux, soprano
   Cabrillo Festival Chorus
   Kurt Weill
   Lost in the Stars
   Angelina Réaux, soprano
   Cabrillo Festival Chorus
   Christopher Rouse
   Symphony No. 1
   (West Coast Premiere)

ALL S
   Marin Alsop, music director

24
Sunday, August 13, 2000

3 AM – 12 PM
Power Seminar: Turbocharge Your Strategic Planning Process
Crystal Room

Many strategic plans flatline within months of their creation and are relegated to a bookshelf, never to be seen again. Involve your entire Board in a planning process that strengthens the governance partnership and makes a real impact on the future of your organization. Fee includes continental breakfast.

B, EX, V, Y

Host: Joe Trushot, executive director, Monterey Symphony
Warren Riley, principal, Rossi Finkelsstein & Company, LLP

9:00 – 10:30 AM
1. Integrating and Promoting the Stars of Tomorrow
Empire Room

Promote the young up-and-coming artist in different stages of his/her career while building close, enduring relationships with your audiences.

AM, CEX, M

Moderator: Amy Carson-Dwyer, artists representative, Colbert Artists Management
Peter Jaffe, music director, Stockton Symphony
Camille Reed, executive director, Modesto Symphony

Session sponsored by ASCAP

2. Stop the Presses: 20 Easy Things That Will Get You Publicity
Valley Room

Twenty publicity ideas to enhance your orchestra’s image. A practical session you can’t afford to miss.

M, Y

Karen Ames, director of communications, San Francisco Symphony

Session sponsored by Landis Communications, Inc.

10:45 – 12 PM
Youth Orchestra Governance
Valley Room

Youth orchestra Boards are unique. What is the difference between a Parent Committee and a Board? How can you form a strong Board? What makes a good advisory and governance body for your youth orchestra? What should the mix be in terms of musicians, community leaders, parents, students, and others?

C, Y

Moderator: Cynthia Weichel, director of music education, Santa Rosa Symphony
Cory Fensler, consultant
Susan Runley, executive director, San Diego Youth Symphony
Jennifer Teisinger, manager, San Francisco Symphony Youth Orchestra

Session sponsored by David and Lucile Packard Foundation

3. Grantmakers on Parade
California Room

Every grantmaker has a unique set of guidelines, and every orchestra has different needs. Meet grantmakers who make gifts to orchestras in our state, and find out what is included in a successful application.

B, D

Moderator: Cheryl Ikemiya, interim director of development, Long Beach Symphony
Bruce A. Hirsch, executive director, The Clarence E. Heller Charitable Foundation
Catherine Pyke, program officer, Hearst Foundation
Michelle Williams, executive director, Times Mirror Foundation

Session sponsored by Landis Communications, Inc.
Sunday, August 13, 2000

12 – 2 PM
Luncheon

STEINWAY & SONS

"From Stocks to Steinways"
Regency II

Hear the remarkable story of how one person's philanthropic impulse and creative desire has had a powerful ripple effect in the entire community. Former Long Beach Symphony executive director Dan Pavillard tells you how your orchestra can duplicate the Eugene Symphony's success in acquiring a new concert grand piano (for next to nothing) and create a substantial endowment for its care. Gina Ing, ESO development director, provides step-by-step campaign information, and Charlene Carter, certified financial planner, describes multiple creative financing plans. You'll also receive a fact-packaged “how-to” folder, with campaign samples and much, much more, to help your orchestra get a brand new grand piano!

ALL $

Host: Christopher Minnes, leadership consultant,
Arts Consulting Group
Charlene Carter, president,
Carter & Carter Financial Services
Gina Ing, development director,
Eugene Symphony
Dan Pavillard, philanthropist

Session sponsored by Steinway & Sons

Start Pack Up.

2:15 – 4 PM
Drawing

A Fitting Coda: Innovative Case Studies
Valley Room

Back by popular demand, roundtable “mini presentations” offer great new ideas in just 20 minutes. Change tables three times. Enjoy drinks and snacks before heading home.

ALL

Coordinator: Millie Mitchell, general manager,
California Symphony

Sunday, August 13, 2000

Name Cards

Table 1
Write the Right CAC Proposal
Millie Mitchell, general manager,
California Symphony

Table 2
The Music Academy
Cynthia Weichel, director of music education,
Santa Rosa Symphony

Table 3
Audience Surveys Tell Us What We Need to Know!
Susan Koza, director of marketing & development, Monterey Symphony

Table 4
Club E
Nancy Roberts, director of marketing,
San Jose Symphony

Table 5
Kits for Kids
Pam French, director of education & community programs, Pacific Symphony Orchestra

Table 6
Music & Art for the Millennium
Janet Nyquist, director of artistic operations,
Long Beach Symphony

Table 7
Creating Donor Loyalty: Giving Them What They Really Want
Michelle Cohen, president,
Mitch-Stuart, Inc.
Stuart Pashow, CEO,
Mitch-Stuart, Inc.

Table 8
Rebirth of a League
Pamela Lee, past president,
Stockton Symphony

Reception sponsored by Mitch-Stuart, Inc., exclusive fund raising consultants for
American Airlines AAdvantage Program

5 pm room check out

Thank you for attending the 32nd AESO Conference.
In 1993, Avery and Rendall estimated that through 2040, as many as 115 million bequests will be made, totaling as much as $10.4 trillion (in 1989 dollars). Robert B. Avery and Michael S. Rendall, Cornell University, Ithaca, N.Y.

In 1999, Havens and Schervish estimated that from 1988 through 2052, the transfer of wealth could be – their low-end estimate -- $41 trillion. Their research suggests that a total of $136 trillion is “not implausible.” John J. Havens and Paul G. Schervish, Social Welfare Research Institute, Boston College.

Intergenerational Wealth Transfer in the Trillions

The Capital Alliance Group can position your fund raising effort to shift some of this transfer to benefit your organization.
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PAAVALI JUMPPANEN*
VASSILIS VARVARESOS

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TIMOTHY FAIN
KAREN GOMYO
VIVIANE HAGNER*
MAYUKO KAMIO*
STEFAN MILENKOVICH
JOO-YOUNG OH
SHUNSKE SATO
ELINA YAHALA

cellist
RAFAŁ KWIÁTKOWSKI

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MIMI STILLMAN

baritones
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Musical Drawing

Help us reach our 1999/00 Annual Fund Goal of $20,000! Give a gift of $35 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these prizes:

A Mountain Retreat  Value $1,400
Resort at Squaw Creek for two: enjoy three nights, Sunday through Thursday, in a mountain suite and two rounds of golf on a Robert Trent Jones course. Not available during holidays. Use by March 18, 2001.

Long Beach Symphony

Los Angeles Get-A-Way  Value $625
Either
- 2 box seat tickets to Hollywood Bowl with picnic dinner (last concert September 24, 2000)
Or
- 2 tickets to Los Angeles Philharmonic fall concert including dinner

And
- 1 night at the Ritz-Carlton, Marina del Rey Hotel with breakfast

Use by December 31, 2000.

Los Angeles Philharmonic and Ritz-Carlton, Marina del Rey

Puerto Vallarta Get-A-Way  Value $400
One week, Thursday, October 19–26, 2000, at Puerto Vallarta ocean-front studio condo. Can accommodate two adults and one child. Stretch out on the sand, explore artisans' shops, go sightseeing or deep-sea fishing or just relax by the pool and the barefoot bar.

Bobbie Cusato

Long Beach Get-A-Way  Value $300
- 2 tickets to Long Beach Symphony Classics Concert, January 13, 2001
- 1 night at the Renaissance Long Beach Hotel
- Dinner for two
- 2 passes to the Long Beach Aquarium of the Pacific

Long Beach Symphony

Concert Tickets for Two  Value $234
2 tickets to a 2000-2001 Los Angeles Opera production, under the artistic direction of Placido Domingo.

Los Angeles Opera

Gift Basket  Value $75
Gift basket of bath and beauty products topped off with a bottle of champagne to sip while you soak.

Armando Gallegos

See an ACSO board member or make your donation at the registration desk. The drawing will take place at the Innovative Case Studies on Sunday. You need not be present to win.

1 chance for $35
2 chances for $60
5 chances for $100

All concerts and hotel rooms subject to availability.

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Creative Solutions    Creative People
Year 2000 — Y2K — a landmark year whether you consider it the end of the millennium or the start of the 21st Century. This year, more than ever, our thoughts turn to renewal. The time is right for a fresh start, a new outlook.

The ACSO Conference is the perfect opportunity to turn your New Year’s resolution into achievements in the orchestral workplace. There is something for everyone!

Re-energize your music director, Board members, musicians, staff and volunteers. It’s a once-a-year chance to network with your colleagues throughout the State, learn the latest tricks of the trade, enjoy trend-setting concerts, hear inspiring speakers. The Conference is three days of learning and sharing.

Seize your future of music! Join us at ACSO’s 32nd Annual Conference and start writing your new Opus.