35th ANNUAL CONFERENCE
AUGUST 14-16, 2003
THE WESTIN PASADENA

Hosted by the
Pasadena Symphony
& Women’s Committee

Harmonic CONVERGENCE
Music, Management &
Meeting Community
Needs

35 YEARS of Serving Orchestras

Association of California
Symphony Orchestras

ACSO
On behalf of the Board of Directors of The Pasadena Symphony, it is my pleasure to welcome you to our Crown City, home of the acclaimed Pasadena Tournament of Roses and our wonderful orchestra. I would also like to take this opportunity to thank the Symphony staff and many volunteers who are helping to make this week's events effective and rewarding.

We are delighted to be the host orchestra for this 35th Annual Conference of the Association of California Symphony Orchestras. For years, ACSO 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 colleagues, discuss mutual challenges, exchange ideas and learn together.

In addition to provocative sessions, there are a number of scheduled musical delights that are designed to brighten your Conference experience. It is our sincere hope that you will find your time well spent and the experience both intellectually and artistically rewarding.

Please enjoy our beautiful city and accept our best wishes for great success in your upcoming concert seasons!

Best regards,

Roger H. Molvar, president
The Pasadena Symphony
Welcome to ACSO’s Annual Conference “Harmonic Convergence” celebrating 35 years of service to the orchestras of California!

ACSO board member, Sandi Sigurdson, executive director of the San Louis Obispo Symphony, has chaired a committee who has worked hard throughout the year to develop a Conference we hope you will find informative, stimulating and worthwhile. Through sessions for trustees and volunteers, marketing, fundraising and operations staff, conductors, and executive directors, we all have the opportunity to recharge our batteries to just “keep on going and going and going.”

Don’t miss the Opening General Session on Thursday afternoon featuring Jorge Mester coaching young conductors in front of a live ensemble, providing a peek behind the curtain in the training of the art of conducting. I also invite you to attend the annual meeting of your organization, ACSO, immediately following, to get an update on what we are doing to improve our ability to better serve you. We will honor and recognize your “Most Valuable Players” at this meeting.

The Conference is your time to connect with old friends and to make new ones. Enjoy the company of friends and colleagues at the Los Angeles Chamber Orchestra concert at the Hollywood Bowl, take an evening walk through Old Town Pasadena or just chat over a glass of wine in the hotel lounge.

I wish you all a very enjoyable and fruitful Conference experience.

Kind regards,

Jim Medvitz, president
ACSO
Telemarketing and telefundraising for symphony orchestras: No one does it better than MKTG Services. Our people are the most knowledgable and experienced in the industry. Our campaigns generate the highest net results and build positive rapport among patrons.

We’re proud to represent to following clients:

- Atlanta Symphony Orchestra
- Charlotte Symphony Orchestra
- Chicago Symphony Orchestra
- Dallas Symphony Orchestra
- Detroit Symphony Orchestra
- Grand Rapids Symphony Orchestra
- Hartford Symphony Orchestra
- Houston Symphony
- Los Angeles Philharmonic
- New York Philharmonic
- North Carolina Symphony
- Pacific Symphony Orchestra
- The Philadelphia Orchestra
- Saint Louis Symphony Orchestra
- The Saint Paul Chamber Orchestra
- San Antonio Symphony
- San Francisco Symphony
- Utah Symphony

MKTG Services is the best call for your telemarketing and telefundraising needs.

Contact Mary Jane Avans for further information
Phone: (678) 904-1583
E-mail: mjavans@mktgservices.com

Los Angeles Office
101 Continental Blvd., Ste. 400
El Segundo, CA 90245-4512
Phone: (310) 760-0770

CONFERENCE NOTES

Conference Registration, Tickets and Resource Room
Fountain I

Hours
Registration and Vendor Set-up
Wednesday, August 13 5:00 pm - 8:00 pm
Thursday, August 14 8:00 am - 4:00 pm
Friday, August 15 8:00 am - 4:00 pm
Saturday, August 16 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.
- Luncheon tickets must be purchased at least one day before the event to ensure your inclusion.

Resource Room
- Coffee Café
  sponsored by Clarion Associates, Inc.
- Orchestra Brochures
- Artist Manager Brochures and Rosters
- Vendor Information
- Computer Information
- The Tuneful Boutique
- Registration Desk

Don’t forget to shop at the Tuneful Boutique
All proceeds benefit ACSO

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.

California Arts Council

The Association of California Symphony Orchestras is supported in part by a grant from the California Arts Council
Engage one of tomorrow’s superstars today!

Young Concert Artists

Call today about our Orchestra Partners Project*

* YCA soloists at a special $1,000 honorarium

Young Concert Artists, Inc.
The Future of Music®
a non-profit organization
Susan Wadsworth, Director
250 West 57 Street, Suite 1222
New York, NY 10107

Monica J. Felkel, Director of Artist Management
Phone: (212) 307-6668
E-mail: monica@yca.org Website: www.yca.org

Special Thanks

Sandi Sigurdson, 2003 Conference chair
executive director, San Luis Obispo Symphony

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the 35th Annual Conference.

Aston Hotel & Resort, Oahu
Avila Beach Resort
Berkeley Symphony
Bouchon Restaurant
California Shakespeare Festival
California Symphony
John & Dianne Conner, Hoteliers
Bobbie Cusato
Fisherman’s Wharf Marriott Courtyard
Franciscan Inn, Santa Barbara
Hawaii Opera Theatre
Houghton Mifflin
Catherine Jaeger and Chumeia Vineyards
Kitchen Outfitters, Long Beach
Long Beach Symphony
Los Angeles Chamber Orchestra
Los Angeles Philharmonic, Hollywood Bowl
Meridian Vineyards
Oakland East-Bay Symphony
Oregon Bach Festival
Pacific Symphony Orchestra
Pasadena Hilton Hotel
Pasadena Pops
Pasadena Symphony
Paso Robles Vintners & Growers
Petit Soleil Bed and Breakfast
Philharmonia Baroque Orchestra
Camille Reed
San Francisco Symphony
Santa Barbara Symphony
Santa Rosa Symphony
Mitchell Sjerven
South Coast Plaza, Orange County
John Stipicevich
Karen and Jan Stevens
Stockton Symphony
Vineyard Creek Hotel & Spa
Walnut Creek Marriott
Westin Pasadena Hotel
Willie's Wine Bar, Santa Rosa

Sharon McNalley, Tuneful Boutique chair
board member, Philharmonic Society of Orange County

Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique. We are delighted to showcase your orchestra’s wares.
MUSICAL DRAWING

Help us reach our 2002/03 Annual Fund Goal of $15,000! Give a gift of $35 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these great prizes:

Get-A-Ways & Other Goodies

Opera in Hawaii
Two nights at an Aston Hotel & Resort with tickets to a Hawaii Opera Theatre production in 2004. Your choice of Otello, February 3, Cosi Fan Tutte, February 17 or The Merry Widow, March 2 or 4.

Weekend for 4 in Boothbay Harbor, Maine
"Down east" from Portland, this home is across the street from the water with great views. Includes breakfast, lobster dinner and boat trip tour.
Camille Reed

Incline Village Luxury Condominium Weekend
Some restrictions on date apply, good for one year.
Karen & Jan Stevens

San Luis Obispo Get-away
Get away to lively and historic San Luis Obispo County. Enjoy two rounds of surfside golf with cart at the exquisite Avila Beach Resort, unwind at the newly opened Petit Soleil Bed and Breakfast (Monday through Thursday).

Weekend stay in Pasadena
Weekend two-night stay at The Westin Pasadena including Sunday brunch.

Weekend stay at Nikko Hotel in San Francisco

$500 South Coast Plaza Shopping Spree

Musical Packages

Berkeley Symphony
Two tickets to a Berkeley Symphony concert, dinner and overnight accommodations.

California Shakespeare Festival
Two tickets to a performance of your choice during the 2004 season, June 1 through October 5. Enjoy the beautiful outdoor venue, located in Orinda, bring your picnic dinner, a favorite bottle of wine and experience an unforgettable evening of classic theater.

California Symphony
Two tickets to a 2003-04 concert including dinner and overnight accommodations at the Walnut Creek Marriott.

Los Angeles Chamber Orchestra
Two tickets to a 2003-04 concert.

Los Angeles Chamber Orchestra
Four tickets to the Family Concert 2003-04.

Oakland East-Bay Symphony
Two tickets to a 2003-04 Oakland East-Bay Symphony concert (excluding the May concert), including their new CD.

Two tickets to the Oregon Bach Festival in June 2004

Pacific Symphony Sojourn (2 winners)
A weekend of shopping and dining at the elegant South Coast Plaza, plus two tickets to a Pacific Symphony Orchestra performance with dinner and hotel accommodations.

Pasadena Symphony Package
Concert tickets, fine dining and overnight stay for two at the Pasadena Hilton.

San Francisco Symphony Package
Two tickets to a 2003-04 concert and overnight accommodations at Fisherman's Wharf Marriott Courtyard.

Santa Barbara Package
One night stay at the beautiful Franciscan Inn, (a discount applies for an additional night), dinner at Bouchon and two tickets to the November 2003, January or February 2004 concerts.

Santa Rosa Symphony
Two tickets to any subscription concert of the 2003-04 season, dinner at Willie's Wine Bar and accommodations at Vineyard Creek Hotel & Spa.

Stockton Symphony
Two tickets to the April 1 or April 4, 2004 concert with pianist Olga Kern.

Daily Raffle Prizes (must be present to win)

Cookware Gift Basket
Philharmonia Baroque Orchestra Gift Basket

Wine Gift Baskets

Disclaimer: Out of respect to our donors, prizes are not transferable. All concerts and hotel rooms subject to availability.

Tickets: 2 for $35 • 3 for $50 • 6 for $75 • 10 for $100

Thank you Bobbie Cusato for your tenacity in obtaining great musical drawing prizes.
## SCHEDULE OF EVENTS

**WEDNESDAY, August 13, 2003**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Details</th>
</tr>
</thead>
</table>
| 12 - 3 pm | **Balance, Breathing, and Expressivity Workshop I**  
            Fuller Theological Seminary  
            Travis Auditorium  
            180 N. Oakland Avenue  
            *Jorge Mester, music director, Pasadena Symphony*  
            Audience open to conductors who have registered as auditors.  
            Maestro Jorge Mester has gained an international reputation both as conductor and teacher. His ability to communicate the most sophisticated aspects of musical interpretation in tandem with the fundamentals of gestural technique is remarkable. These workshops present a golden opportunity for young conductors to develop career skills under the guidance of a master.  
            Three conductors have been selected to participate in an intensive program of three sessions coached by Maestro Mester. Following the successful procedure of previous Conferences, the final master class in this series is an Open General Session at which registrants are invited to sit in as audience.  
            **Sponsored by the Geraldine C. & Emory M. Ford Foundation** |
| 3 - 4:30 pm | **ACSO Board Meeting**  
            San Marino |
| 3:15 - 5:15 pm | **A Meeting of Maestros: Conductor’s Peer Forum**  
                San Rafael  
                *Peter Jaffe, music director, Stockton Symphony* |
| 5 - 8 pm | **Synchronized Sharing: Registration & Vendor Set-up**  
            **Fountain I** |
THURSDAY, August 14, 2003

8 am - 4 pm  Synchronized Sharing:
Registration & Resource Room Open
Fountain I

The Resource Room offers you the opportunity to meet and mingle in a mutually supportive atmosphere. Use your free time wisely to peruse other orchestras' season brochures, participate in software demonstrations, pick up information on artists and meet person-to-person with the artists' managers you've only previously talked with on the phone.

9 am - 12 pm  Balance, Breathing, and Expressivity
Workshop II
Fuller Theological Seminary
Travis Auditorium
180 N. Oakland Avenue

Jorge Mester, music director, Pasadena Symphony

Audience open to conductors who have registered as auditors.
Conductors lunch is on your own from 12 noon until 1 pm at the Fuller Theological Seminary cafeteria.

Sponsored by the Conductors Guild

9 - 9:45 am  Program Notes: Conference Orientation
San Marino

One thing that makes the ACSO Conference different from any other is its emphasis on the personal touch. Take advantage of orientation and learn how to get the most out of your Conference experience.

Debbie Chinn, executive director, California Shakespeare Festival

Sponsored by Karine Beesley

10 - 10:45 am  Orchestral Etudes: Facts and Figures from
California Symphony Orchestras
Plaza I & II

For the second year, ACSO has surveyed its member orchestras to uncover industry trends in marketing and ticket sales, fundraising and special events, orchestra personnel and staffing, and concert production – information you need to know to support your grant proposals, decision-making, and general knowledge of the industry.

Participants in this year's survey will receive the report of comparative data at this session free-of-charge. Non-responders will pay a fee.

Patty Gessner, marketing consultant
Kris Sinclair, executive director, ACSO

Sponsored by J.F. Coffin, IV

---

THURSDAY, August 14, 2003

11 am - 1 pm  With a Little Help From My Friends:
Peer Forums
Rooms posted in Resource Room,
Fountain I

Here it is – an unparalleled opportunity to build your network by meeting, mingling, and exchanging information with your colleagues. This is not a presentation with a speaker; it is a participatory roundtable for staff and volunteer peers. You may be asked to split off into different groups if there are more than 10 at each table.

Peer Forum chair: Stacey Street, executive director, California Symphony

Peer Forum Tables

Table 1  Managers with budgets over $2 million
Karine Beesley, executive director, Pasadena Symphony

Table 2  Presidents & board members with budgets over $2 million
Jean Horton, executive vice president, Pasadena Symphony

Table 3  Managers with budgets from $300,000 to $1.9 million
John Robinson, executive director, Santa Barbara Symphony

Table 4  Presidents & board members with budgets from $300,000 to $1.9 million
Liz Summer, president, San Luis Obispo Symphony

Table 5  Managers & board presidents with budgets under $300,000
Harry Jacobs, past president, Merced Symphony

Table 6  Marketing Directors/Staff
Patty Thayer, director of marketing, San Luis Obispo Symphony

Table 7  Public Relations Directors/Staff
Rachelle Roe, associate director of public relations, Los Angeles Philharmonic

Table 8  Development Directors/Staff
Michelle Weger, associate director of development, Los Angeles Chamber Orchestra

Table 9  Operations/General Managers
Elaina Tancredy, director of operations/education, California Symphony

Table 10  Finance/IT Staff & Volunteers
J.F. Coffin, IV, principal, Arts Finance Resources

Table 11  Chorus Staff & Volunteers
Corty Fenger, consultant

Table 12  Education Volunteers & Staff
Barbara Burger, director of education, Santa Barbara Symphony
2:45 - 3:45 pm  Openining General Session Conducting Master Class: Balance, Breathing and Expressivity
Fuller Theological Seminary
Travis Auditorium
180 N. Oakland Avenue

A rare opportunity to gain insight into the craft of conducting, this open general session is the culmination of the intensive coaching workshops held during the past two days. All ACSO Conference delegates and Conductors Guild participants are eligible to attend.

Jorge Mester, music director, Pasadena Symphony

Welcome
Jim Medvitz, president, ACSO; VP of strategic planning & special projects, Pacific Symphony Orchestra

Introduction
Karina Beasley, executive director, Pasadena Symphony

Sponsored by the Women’s Committee of the Pasadena Symphony Association

4 - 5 pm  Bravo! ACSO Annual Meeting
Fountain III & IV

Come have a glass of wine and toast your Most Valuable Players at the Awards Presentations.

Wine generously donated by Meridian Vineyards, Catherine Jaeger and Chumeia Vineyards, John Stipicevich
THURSDAY, August 14, 2003

Hooray for Hollywood

5:30 pm  Board buses on Los Robles at Westin entrance
5:45 pm  Buses depart for the Hollywood Bowl
6:30 pm  Picnic Dinner

Los Angeles Chamber Orchestra Concert
8 pm  Beethoven Piano Concerto No. 1 in C major, Op. 15
Beethoven Piano Concerto No. 5 in E-flat major, Op. 73 (Emperor)
Jeffrey Kahane, performing and conducting

10:15 pm  Buses return to Pasadena Westin

$ Advance registration required

FRIDAY, August 15, 2003

8 am - 4 pm  Synchronized Sharing
Registration & Resource Room Open
Fountain 1

8:30 - 12 pm  Power Seminar for Boards of Directors
“Board Work is a Work of Art”
Plaza I & II

Most board members learn on the job, without the benefit of formal training. Some are lucky and learn well; others are less fortunate and their organization suffers. Fixing broken boards is a complex and crucial issue. Attend this important empowerment seminar to learn how to recognize problems and implement necessary changes in your board.

Introduction: Mike Morris, president, Ojai Music Festival
Speaker: Florence Green, executive director, California Association of Nonprofits
Sponsored by Wells Fargo Private Banking and John Evans
$ Advance registration required.

9 - 10:30 am  1. The Case of California’s Vanishing School Music Programs
San Rafael

Are public school music programs in your community on the chopping block? Healthy school music programs and orchestra education initiatives go hand-in-hand. Schools are our primary education constituency – and they need our help. In this time of statewide budgetary crisis, one of the most urgent educational initiatives for California orchestras will be supporting and advocating for our school partners. Our panel of experts will teach us strategies for successful advocacy, program-building and maintenance.

Richard Burrows, director of arts education, Los Angeles Unified School District
Ron Gallman, director of education, San Francisco Symphony
Deborah H. Mitchell, DMA; Western Division president, MENC; Director of Music Education, CSU Long Beach
Joan Palmer, commissioner, Pasadena Arts Commission
Sponsored by ASCAP
FRIDAY, August 15, 2003

9 - 10:30 am  
San Pasqual

Good programming is a key ingredient in the success of any orchestra on stage, in the community and at the box office. Learn tips and strategies for producing a gourmet-quality musical banquet – even with a small season and a tight budget.

Larry Granger, music director, Santa Cruz County Symphony
Nan Washburn, music director, West Hollywood Orchestra

Sponsored by James T. Medvitz

3. Funny How Time Slips Away: Optimizing Development Opportunities
San Marino

We'll cover how to best use your limited time and that of your key volunteers in focusing on what counts most: maximizing individual giving, writing and communicating with donors and prospects, and utilizing Moves Management to secure major gifts. This is a great opportunity to learn how to develop and fine-tune your individual giving program.

Cory Fengler, consultant
Jeff Haydon, executive director, Ojai Festival

Sponsored by Ruth Eliel

10:45 - 12 pm  
1. Got to Get You Into My Life: Valuable Volunteers
San Pasqual

Short staffed due to illness or unavoidable conflicts? Need someone to represent your orchestra at an important community event? Got a great idea for a special project but no personnel to put it in motion? Volunteers can save the day. Think beyond the parameters of traditional volunteer roles and you'll realize how these talented and enthusiastic supporters can provide valuable supplemental assistance throughout your organization.

Bobbie Cusato, board member, Long Beach Symphony
Florita Davis, box office manager, Long Beach Symphony
David Gerhart, adjunct faculty, School of Music, CSULB
Joe Truskot, executive director, Monterey Symphony
André Vener, executive director, California Philharmonic

Sponsored by Doris Segall

12 - 2 pm  
2. Getting to Know You: Audience Research
San Marino

Audience research is a key learning activity for arts managers, providing essential information upon which to base marketing and other decisions. This session will cover a range of audience and market research techniques from surveys and focus groups to analysis of customer data files. Participants will learn how and when to organize a research effort and how to ensure meaningful results.

Alan Brown, president, Audience Insight, LLC
Joan Cumming, director of marketing, Los Angeles Philharmonic

Sponsored by Robert A. Birman

Sponsored by Enertex Marketing, Inc.

3. The Public Schools – Youth Orchestra Conundrum
San Rafael

How do we best serve our young musicians caught in the tug-of-war between school music programs and their youth orchestra commitments? How do we build positive relationships with school music educators? We can make beautiful music together if we learn to harmonize our efforts.

Pam Dassenko, president, San Luis Obispo Youth Symphony
John Koshak, music director & conductor, Orange County Youth Symphony Orchestra

Sue Rumley, executive director, San Diego Youth Symphony

Sponsored Anonymously

12 - 2 pm  
Applause! Applause! Luncheon with Don Campbell “Sound Nutrition”
Fountain III & IV

Don Campbell brings insight to the challenges of keeping our communities motivated by Classical music.

In Don Campbell's unique view, music is not only a rich and rewarding aesthetic experience but a bridge to a more creative, intelligent, healthy, joy-filled life. His singular mission is to help return music to its central place in the modern world as a resource for growth, development, health and celebration.

$ Advance registration required.

Sponsored by Toyota Motor Sales, USA, Inc.
FRIDAY, August 15, 2003

2:30 - 4 pm
1. Good News or Bad: Getting the Word Out
   San Marino

Sing out loud and strong! This panel discussion focuses on effectively getting your news out. Learn what to prepare in advance, how to determine your spokesperson (artistic, administrative staff or Board), and methods for fielding tough questions – in short, how to work with reporters. Remember, it’s your job to help the reporters do theirs!

Chris Reynolds, arts reporter, Los Angeles Times
Rachelle Roe, associate director of public relations, Los Angeles Philharmonic
Sharon Ruebstech, PR specialist, Ruder Finn Arts Communications

Sponsored by Camille Reed

2. Accelerando: So Many Bequests, So Little Time
   Plaza I & II

Having trouble finding time for planned giving with your donors? This presentation will identify foolproof ways to make the best use of your time without breaking your budget.

Liz Chambers, former director of development, Fresno Philharmonic
Christopher Minness, Arts Consulting Group

Sponsored by Bobbie Cusato

3. Come to the Cabaret: Special Event Fundraising
   San Rafael

Annual fundraising events that are fun, lucrative and innovative are the masterworks of dynamic and dedicated volunteers throughout the State. You’ll be amazed at the wealth of creativity in our midst as we highlight some of the most successful current projects. Better yet, you can tailor these great ideas to your own needs to secure needed dollars and wider publicity:

- Artful Violins
  Ruth Eliel, executive director, Los Angeles Chamber Orchestra

- Holiday Look In
  Ruth Ann Bell, past chairman, Holiday Look In, Women’s Committee of the Pasadena Symphony Association

- Fortissimo: Music Matters! Auction
  Kate Hanni, board member, Napa Valley Symphony

- Salon Series
  Juli Kramer, development director, California Symphony

Moderator: Jane Armel, president, Pasadena Symphony Women’s Committee

Sponsored by Sylvia Shepherd

FRIDAY, August 15, 2003

2:30 - 4 pm
4. If I Were a Rich Man: Conductors in Contract Negotiations
   Altadena

If you’re more comfortable conducting Beethoven than business, this session is a must. Learn the basic negotiating skills and how to work toward a mutually beneficial package with your employer.

Laura Hong, manager, artists & conductors, ICM
Jim Medvitz, president, ACSO; VP of strategic planning & special projects, Pacific Symphony Orchestra

Everything’s Coming Up Roses

5:00 pm
Board buses on Los Robles at Westin entrance

5:15 pm
Buses leave for Tournament House

5:30 - 7 pm
Welcome Reception

Join your hosts from The Pasadena Symphony for an insiders tour and musicale at the Pasadena Tournament of Roses’ world-famous Tournament House. The Italian renaissance style mansion, once the winter home of chewing gum mogul William Wrigley, Jr., recently underwent a three-year renovation to preserve its rich heritage and restore its architectural splendor.

Robert Edmund Thies, pianist

$ Advance registration required.

Sponsored by the Pasadena Symphony
SATURDAY, August 16, 2003

8 am - 12 pm  
**Synchronized Sharing: Registration & Resource Room Open**  
Fountain I

9 - 10:30 am  
1. **Insurance: Managing to Live With It**  
San Marino

What do all of these costly health, workers' comp and various other policies do for us? How do we put the right plans in place for our particular organization? How do we control costs and still address all of our insurance concerns? We will explore these issues with our panel of experts.

Sean Sutton, director of finance, Pacific Symphony Orchestra  
Amy Holsonback, assistant vice president, Driver Alliance Insurance Services, Inc.  
Dick Schweickert, president, Schweickert & Company

2. **Best Foot Forward: Youth Orchestra Audition Practices**  
San Rafael

How can youth orchestras run efficient, professional auditions while maintaining the artistic integrity of the musician? What process does an audition panel use for determining acceptance? What repertoire do youth orchestras use in an audition? Discover a variety of techniques for running auditions and ways to improve your youth orchestra's audition process.

Thomas Osborn, music director, Downey Symphony; founder and former music director, CSU Northridge Youth Orchestra  
Asher Raboy, music director, Napa Valley Symphony  
Jennifer Teisinger, youth orchestra manager, San Francisco Symphony  
Cindy Weichel, former director of education, Santa Rosa Symphony Youth Orchestra

3. **Make it Easy on Yourself: Results Marketing**  
Plaza I & II

Too frequently orchestras spend thousands of dollars trying to build an audience and still end up with empty seats. Learn how to organize your subscription and single ticket sales campaigns for better results, write copy and design promotional pieces which sell tickets, use what precious few dollars you have in the most effective way, and track your efforts for future reference. You'll leave this entertaining session knowing much more about tried and true sales techniques that will build your audience.

Joe Truskot, executive director, Monterey Symphony

Sponsored by Arts Marketing, Inc.  
Sponsored by K-Mozart

SATURDAY, August 16, 2003

9 - 10:30 am  
4. **How to Take a Conducting Audition**  
Altadena

Specific suggestions on the appropriate expectations for conducting auditions: music director, assistant conductor, pops conductor, conductor for youth concerts, university/college conductor, conducting program participant, and youth orchestra conductor.

Jung-Ho Pak, music director, New Haven Symphony  
Jorge Mester, music director, Pasadena Symphony  
Moderator: Peter Jaffe, music director, Stockton Symphony

Sponsored by Asher Raboy

10:45 am - 12

1. **Tell it Like it Is: Raising the Consciousness of Elected Officials**  
San Rafael

Now, more than ever, advocacy for California orchestras and music programs is essential. Learn why your elected officials want to hear from you, how to communicate effectively and what state and federal issues affect your orchestras and audiences.

Michael Alexander, executive director, Grand Performances  
Senator Jack Scott (D-Pasadena), chairman, Joint Legislative Committee on the Arts  
Heather Watts, director of government affairs, American Symphony Orchestra League  
Moderator: Lisa Caretto, legislative liaison, ACSO

2. **From the Musician's Stand**  
San Marino

Gain a firsthand understanding of musicians' perspectives on board-management-musician relationships. Hear about the ongoing activities of some symphony orchestras and their musicians. Get tips on how to communicate effectively within your organization and include musicians in extra-curricular activities.

Doug Basye, assistant principal bass, PSO; section bass, San Diego Symphony  
Gary Ginstling, principal clarinet, New West Symphony; executive director, Berkeley Symphony  
Andrew Malloy, trombonist, Santa Barbara Symphony; Pasadena Symphony; New West Symphony  
Andrew Radford, music director, Ojai Youth Symphony

Sponsored by Gary Ginstling and Sun Microsystems  
Sponsored by Stacey Street
SATURDAY, August 16, 2003

10:45 am - 12

3. Who Could Ask for Anything More: Turning Crisis into Opportunity
Plaza I & II

The challenge for orchestras is to take a crisis or anticipated problem and redirect the thinking from negative to positive. To do this takes vision, a calm spirit, forceful leadership and the realization that out of every problem is the opportunity to empower and strengthen the organization.

Camille Reed, executive director, Modesto Symphony
Stacey Street, executive director, California Symphony

Sponsored by Corty Fengler

4. From the Conductor's Podium: Basses
Altadena

Many conductors are, perhaps, more familiar and comfortable working with violins, violas and cellos due to their proximity to the podium and tendency for melodic lines in the literature. Off to the side stand the basses, the giants who support the string section and your orchestra. Learn from a principal bass player how to better communicate with and tap into the full potential of your bass section.

Edward Meares, principal bass, Pasadena Symphony
Thomas Osborn, music director, Downey Symphony

2:30 - 3:30 pm

Innovative Case Studies, or How to Survive in Financially Troubling Times
Plaza I & II

Can your financial challenges be solved by diversification, creative thinking or cost-cutting. Visit these round-table discussion and find out!

Moderator: Karine Beesley, executive director, Pasadena Symphony

- In-house Print Design: Get Creative to Save on Costs!
  Laura Browne, marketing coordinator, New Century Chamber Orchestra

- Mama Told Me There'd Be Days Like This
  Debbie Chinn, managing director, California Shakespeare Festival

- The Grace L. Ferguson Airline & Storm Door Company—Diversification is always in Season...
  J.F. Coffin, IV, principal, Arts Finance Resources

- Turning Challenges into Opportunities
  Gregory Cox, development director, Long Beach Symphony

- Creative Thinking and Fresh Perspectives
  Nicole Van Dam, development director, Santa Barbara Symphony

Sponsored by Judith Jelinek

12 - 2 pm

Applause! Applause!
Luncheon with Roland Valliere
“The Concert Companion”
University Club
175 N. Oakland Avenue

Orchestra executive director, musician and instructor Roland Valliere relinquished his responsibilities as chief executive of the Kansas City Symphony in 2002 to develop the Concert Companion Initiative—a groundbreaking venture that uses PDAs in the concert hall as an enhancement of the concert experience.

$ Advance registration required.

Sponsored by Columbia Artists Management, Inc.

Finale!
The Joy of Giving

ACSO would not be where it is today if not for the following persons and organizations.

**Major Gifts**
- Bank of Sacramento
- California Arts Council
- The Ann and Gordon Getty Foundation
- The Thornton S. Glide, Jr., and Katrina D. Glide Foundation
- The Clarence E. Heller Charitable Foundation
- The William and Flora Hewlett Foundation
- The James Irvine Foundation

**Conference Sponsors**

Rumsey Community Fund
Toyota Motor Sales, USA Inc.

Columbia Artists Management, Inc.

Anonymous
ASCAP
Arts Marketing Services, Inc.
Karine Beesley
Robert A. Birman
Clarion Associates, Inc.
J.F. Coffin, IV
Conductors Guild
Bobbie Casato
Ruth Eliel
Enertex Marketing, Inc.
Corty F unpker
The Geraldine C. & Emory M. Ford Foundation
Gary Ginstling
Judith Jelinek
K-Mozart
James T. Medvitz
Stephen J.M. Morris
Asher Raboy
Camille Reed
San Luis Obispo Symphony Board of Directors
Doris Segall
Sandi Sigurdson
Dr. Sylvia Shepherd
Stacey Street
Wells Fargo Private Banking/John Evans
Women’s Committee of the Pasadena Symphony

**Member Con Bravura: Gifts $300 and above**
Catherine Barker-Henwood
Karine Beesley
Robert A. Birman
Charles R. Boyd, Jr.
Debbie Chinn
J.F. Coffin, IV
Bobbie Casato
Peggy E. Duly
Ruth Eliel
Corty F unpker
John Forsyte
Ronald Gallman
G. Michael Gehret
Gary Ginstling
Harry Jacobs
Peter Jaffe
Judith Jelinek
Heidi Lesemann
Robert Lippert
Joan Lounsbury
Sharon C. McNalley
James T. Medvitz
Parker Monroe
Stephen J. M. Morris
Asher Raboy
Camille Reed
Rachelle Roe
Susan Rumley
Sara Salsbury
Doris Segall
Sandi Sigurdson
Kris Sinclair
Stacey Street
Joseph Truskot

**Member Con Moto: Gifts $175 - $299**
Tim Beswick
Corrick Brown
Patrick J. Campbell
Cindi Hubbard
Peter Pastreich
Bruce D. Thibodeau

- Berkeley Symphony
- Pasadena Symphony
- Philharmonia Baroque Orchestra
- Santa Maria Symphony
- California Shakespeare Festival
- Arts Finance Resources
- Long Beach Symphony
- Mainly Mozart Festival
- Los Angeles Chamber Orchestra
- San Mateo
- Pacific Symphony Orchestra
- San Francisco Symphony
- Chicago Symphony
- Berkeley Symphony
- Merced Symphony
- Stockton Symphony
- Philharmonic Society of Orange County
- American Composer’s Forum, LA
- Fresno
- Music in the Vineyards
- Philharmonic Society of Orange County
- Pacific Symphony Orchestra
- New Century Chamber Orchestra
- Ojai Music Festival
- Napa Valley Symphony
- Modesto Symphony
- Los Angeles Philharmonic
- San Diego Youth Symphony
- Peninsula Youth Symphony
- Affiliates, Los Angeles Philharmonic
- San Luis Obispo Symphony
- ACSO
- California Symphony
- Monterey Symphony

San Jose
Santa Rosa Symphony
Diablo Symphony
San Francisco
San Francisco
Arts Consulting
Member Con Spirito: Gifts $100 - $174

David Amos
Louis E. Bartolini
James Beard
George Boomer
Jean Bogiages
Leni Isaacs Boorstin
Chris A. Bowman
James E. Brodhead
Lisa Bury
Hazem H. Chehabi
Marcia Courson
Paul Dassenko
Suzanne M. Dewar
Andrew Dubowski
Susan K. Early
Kris Elftmann
John Evans
Catherine French
Sandra Fenton
Toni Gallardo
John D. Goldman
Richard Grantham
Patricia Gesner
John Hancock
Jane Hill
Kenneth Hopper
Claire Horn
Jean Horton
Carolyn Carter Hyde
Mireya Asturias Jones
Damién Jordan
Jeffrey Kahane
Laurel Karabian
Karen Kimes
Jeffrey M. Levenson
Roy Lindsay
Richard Malone
David Marsten
Nancy Mims
Millie Mitchell
Patricia Mitchell
Caroline Nickel
Alyce Nunez
Michael Oster
Haywood Payne, Jr.
William E. Podlich
Genevieve Power
David Ramadanoii
Emily Ray
Ben Reddish, Jr.
San Diego
Marin Symphony
Modesto Symphony
Boomer Enterprises, Inc.
Oakland Youth Orchestra
Santa Ana Philharmonic
Santa Barbara Symphony
Lyric Opera of Chicago
Pacific Symphony
Sacramento Symphony League
San Luis Obispo Youth Symphony
Pebble Beach
San Francisco Symphony
Fresno Philharmonic
Pacific Symphony Orchestra
Pacific Symphony Orchestra
Catherine French Group
Pacific Symphony Orchestra
Bakersfield Symphony Guild
San Francisco Symphony
Pasadena Symphony
San Francisco
Long Beach Symphony
Sacramento Philharmonic
New West Symphony
Ensemble Monterey
Pasadena Symphony
Peninsula Symphony
Los Angeles Philharmonic
Pacific Symphony Orchestra
Santa Rosa Symphony, LACO
Los Angeles
National Ballet of Canada
Pasadena
Rogue Valley Symphony
KDFC, San Francisco
Music in the Vineyards
San Francisco
Reno
Los Angeles Philharmonic
Modesto
Monterey Symphony
Napa Valley Symphony
Pacific Symphony Orchestra
Pacific Symphony Orchestra
Oakland East Bay Symphony
Vallejo Symphony
Mission Chamber Orchestra
Stockton Symphony

Member Con Espressione: Gifts Under $99

Miriam Abrams
Yale Abrams
Cindy Marie Absey
Arthur P. Barnes
Lisa Caretto
Lionel Chadwick
Steve Chanley
Doh Chungsam
Martin Cohn
Carol Cunning
Jan Derecho
G. Robert Evans
Geraldine C. Ford
Charles Fox
Sheila Griffie
Owen Griffith
Carol Handelman
Jeffrey Haydon
Patti Hempenius
Barbara Hunter
Bernard Karian
David Lindgren
Sarah Coade Mandell
Anne Marr
Margie Masterson
Brian McCaffrey
Dick Morse
Laura Murphy
Maynard Ostrow
Angela Partridge
Wayne Reinecke
Jill Ricket
Davia Rusco
New West Symphony
Stockton Symphony
San Bernadino Symphony
Napa Valley Symphony
Chinese Cultural Productions
Shoaa University
Pacific Symphony Orchestra League
Pacific Symphony Orchestra
Sacramento Symphony League
Pacific Symphony Orchestra
San Luis Obispo Mozart
Philharmonia Baroque Orchestra
Pacific Symphony Orchestra
Santa Rosa Symphony
Pacific Symphony Orchestra
Bakersfield Symphony
Thank you for attending the 35th Annual Conference
INCREASE YOUR NET REVENUE THIS YEAR

Artsmarketing Services Inc. has over 20 years of experience and has helped hundreds of clients successfully produce million dollar plus telemarketing & teledunding campaigns.

Our mission is to understand your overall objectives and to help your organization reach long-term financial stability.

Let us help you make an impact today for a healthy and committed donor and audience base for the future. Call us for a free consultation and analysis.

ArtsMarketing Services Inc.
"THE LEADING Direct Response Company FOR MARKETING AND FUND RAISING IN NORTH AMERICA"

416-941-9000 or Toll Free 1-888-941-9333 www.artsmarketing.com

k-Mozart 105.1
www.kmozart.com

Los Angeles' and Orange County's Classical 105.1 K-MOZART, proudly serving our local community

1510 KTIM
San Francisco's Alternative Classical Station