Building a Sound FUTURE

39th Annual Conference
AUGUST 9-11, 2007
Westin South Coast Plaza Hotel, Costa Mesa
Hosted by the Pacific Symphony and Pacific Chorale

PRESENTED BY THE
Association of California Symphony Orchestras
WELCOME

On behalf of the Pacific Symphony, I would like to welcome the delegates to Orange County and the 39th Annual ACSO Conference. Orange County is home to a vibrant and diverse cultural community, a community that Pacific Symphony has been proud to be a part of for 29 years.

Co-hosting this Conference with our artistic partner Pacific Chorale is another highlight in a very eventful 18 months for the Pacific Symphony—a period defined by our critically acclaimed inaugural tour of Europe, and our move into the acclaimed Renée and Henry Segerstrom Concert Hall. The Conference leadership has planned many stimulating workshops and meetings covering a variety of issues of concern to us all. As part of your Conference experience, we are also pleased to be able to share with you a tour of our new concert hall, an evening at the world famous Pageant of the Masters in Laguna Beach, as well as a concert under the stars at our summer home, Verizon Wireless Amphitheater.

We are grateful to the wonderful leadership of ACSO for organizing the Conference and hope this gathering provides you with valuable insights which help you to serve your constituents more effectively. Have a good stay in Orange County.

John E. Forsyte, president, Pacific Symphony
As President of Pacific Chorale as well as this year’s 39th Annual Conference co-chair, it is my honor to welcome you to beautiful Orange County. On behalf of our Board of Directors and artistic director, John Alexander, we are delighted that the first musical sounds you will hear in our new $220 million home, the Renée and Henry Segerstrom Concert Hall, will be a performance by Pacific Chorale’s professional chamber ensemble, the John Alexander Singers.

Both Pacific Chorale and Pacific Symphony are so appreciative to the Orange County Performing Arts Center for the wonderful gift of a superior acoustical facility allowing us to grow and flourish, and we are equally excited to share this gift with you.

Conference co-chair Jim Medvitz and I have worked hard to make sure that this year’s Conference applies to orchestras and choruses alike, as we strive to strengthen both art forms that are so integrally and musically interconnected. This year, you will notice in your programs the “tracks” our able Conference committee created to help you identify sessions that address your particular area of interest. The Trustee track is noticeably expanded this year, including two Power Seminars, providing critical tools necessary to govern effectively and efficiently. Additionally, you will have the opportunity to meet one-on-one with our industry’s arts leaders to discuss issues and brainstorm solutions.

Thank you for allocating your precious time and dollars to further your professional growth and the growth of your organization. We hope you find that both have been spent wisely.

Enjoy, learn, connect, rejuvenate! I look forward to meeting each one of you.

Kelly Ruggirello, president, Pacific Chorale
GREETINGS

I was asked in a job interview once, and I am not making this up, “What role does fantasy play in the life of a symphony manager?” At once I was both intrigued and horrified.

I suppose the truth of the matter is that we are all in search of that perfect concert experience—the quietude that seems elusive, the intonation, nuance, and spark.

That fantasy connects us all as orchestra advocates and this year’s Conference aims to bring us each a few steps closer to that dream of perfection. Not just for our own benefit, but for those in our audiences and orchestras and choruses, too.

I am so glad you are here to add your voice to this weekend’s discussions. California orchestras’ strength comes from the diversity among us—of experiences, ideas and dreams.

The new concert hall here exemplifies the quality and perfection that we collectively seek, as do our very generous host organizations, the Pacific Symphony and Pacific Chorale.

Enjoy this weekend and on behalf of the entire ACSO Board, I thank you for continued support and tireless work to make your local orchestra or chorus as fantastic as ever.

Robert A. Birman, president, ACSO Board of Directors
WEDNESDAY, AUGUST 8, 2007
3 - 4:30 PM ACSO Board Meeting
5 - 6 PM Resource Room Open for Vendor Set-Up

THURSDAY, AUGUST 9, 2007
8 AM - 4 PM Registration and Resource Room Open
9 - 9:45 AM Conference Orientation
9:45 - 10:45 AM ACSO Annual Meeting
11 AM - 12:15 PM Musical Chairs: Peer Forums (lunch available)
1 - 2 PM Tour of the Renée and Henry Segerstrom Concert Hall
2 - 3 PM Plenary Session: Conversations and Reverberations
3 - 4 PM How to Sing and Play Well With Others
4:15 - 5 PM Sound Spotlight: The C.B. Fisk Organ at the Concert Hall
5:15 - 6 PM Pacific Chorale’s John Alexander Singers Concert
6:30 - 7:30 PM Opening Reception at South Coast Plaza • Dinner on your own

FRIDAY, AUGUST 10, 2007
8 AM - 4 PM Registration and Resource Room Open
8:30 - 11:45 AM Power Seminar for Trustees • Life Stages: How Do You Take Your Organization to the Next Step?
8:30 - 10 AM
1. Budgets and Benefits: Special Event Fundraising
2. Make Yourself Heard: The Benefits of Electronic Media
3. Youth Orchestras: From Parents to Community Leaders
10:15 - 11:45 AM
1. Framework for Funding
2. Pricing Strategies to Improve Perception and Revenues
3. The Art of Conductor Auditioning
12 - 2 PM Luncheon with guest speaker Joan Tower • ACSO honors Saul Levine
2:15 - 3:30 PM
1. Government Arts Funding and the Educator
2. Sonata for Board and Music Director
3. Puttin’ on the Pops! For Fun and Revenue
3:45 - 5 PM
1. Succession Planning
2. When Great Announcements Go Bad
3. Brain Power: M.I.N.D. Institute
5:30 - 6:30 PM Trustee Reception (by invitation only)
7 PM Buses leave for Pageant of the Masters
8:30 PM Pageant of the Masters (box dinner)
8 - 10:30 PM Pacific Symphony Open Rehearsal, Renée and Henry Segerstrom Concert Hall

SATURDAY, AUGUST 11, 2007
8 AM - 2 PM Registration and Resource Room Open
8 - 11:45 AM Power Seminar for Trustees • Best Practices for Today’s Boards
8:30 - 10 AM
1. Databases Are Your Organization’s Life!
2. Exempt/Non-Exempt and Hourly/Salary Staffing Primer
3. e-Technology: Digitally Reinventing Our Lives
10:15 - 11:45 AM
1. Everyday Études
2. A Bequest Program on 5-25% of Your Time
3. Calendar to Curtain: Concert Operations
12 - 2 PM Luncheon with guest speaker Barry Braverman • Wine Collection Drawing
2:30 - 4 PM Innovative Case Studies
5:30 PM Buses leave for Verizon Wireless Amphitheater
8 PM Dinner and Pacific Symphony Concert
Special THANKS

2007 CONFERENCE CHAIRS
Jim Medvitz, recently retired vice president strategic planning, Pacific Symphony
Kelly Ruggirello, president, Pacific Chorale

MEMBERS OF THE ACSO CONFERENCE COMMITTEE
Nancy Bell Coe
Ron Gallman
Harry Jacobs
Andrea Lagunis
Liz Summer
Joan De Visser, chair, The Tuneful Boutique
Peggy George, Pacific Symphony, The Tuneful Boutique
Lynn Hackman, president, Pacific Symphony League
Pacific Symphony Volunteers and Staff
Cynthia Shilkret, chair, Wine Bin

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the 39th Annual Conference.

- Arts Consulting Group
- Atrium Café, San Luis Obispo
- California Shakespeare Theater
- California Symphony
- Coachman's Inn, Carmel
- Stan Cochran, Newport Beach
- Embassy Suites, San Luis Obispo
- Four Points by Sheraton, San Rafael
- Wendy Hand, The Meetings Network
- Los Angeles Chamber Orchestra
- Los Angeles Philharmonic, Hollywood Bowl
- Louie's California Bistro, Santa Barbara
- Macias Gini & O'Connell, CPAs
- Marin Symphony
- Monterey Symphony
- Noelle Marketing Group
- Oakland Chamber of Commerce
- Ojai Music Festival
- Orsi Restaurant, Santa Rosa
- Pacific Chorale
- Pacific Symphony
- Patron Technology
- Philharmonia Baroque Orchestra
- Rocky Point Restaurant, Carmel
- San Francisco Symphony
- San Luis Obispo Symphony
- Santa Barbara Symphony
- Santa Rosa Symphony
- Cynthia Shilkret
- George Sinclair
- South Coast Plaza, Orange County
- Stanford Court, a Renaissance Hotel
- Super Shuttle
- Upham Hotel, Santa Barbara
- Westin South Coast Plaza Hotel
Target Resource Group

TARGET RESOURCE GROUP (TRG) PROVIDES PRODUCTS AND MARKETING CONSULTING THAT GET RESULTS.

TRG CLIENT OF THE MONTH:
EUGENE SYMPHONY

EUGENE SYMPHONY AGGRESSIVELY EMBRACED TRG’S SINGLE TICKET AND SUBSCRIPTION SALES STRATEGIES.

RESULT:
A 72% increase in sales over the last three seasons.

Call for a FREE marketing consulting day!

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Call TRG President Jill Robinson at (719) 651-5566 to learn how TRG can help your organization.

Go to www.trgarts.com to learn more.

Conference NOTES

Registration, Tickets and Resource Room
MESA VERDE

Resource Room Hours
Wednesday, August 8   5:00 PM - 6:00 PM (Vendor Set-up)
Thursday, August 9    8:00 AM - 4:00 PM
Friday, August 10     8:00 AM - 4:00 PM
Saturday, August 11   8:00 AM - 2:00 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
- Orchestra Brochures
- Artists Manager Brochures and Rosters
- Vendor Information
- Computer Information
- The Tuneful Boutique
- Registration Desk
- Advocacy Information Desk
- Find out if you’re a Musical Drawing winner
- Watch the documentary Music From the Inside Out

COFFEE SERVICE SPONSORED BY DISPEKER, INC. AND YOUNG CONCERT ARTISTS

Tuneful Boutique
Don’t forget to shop at the Tuneful Boutique
ALL PROCEEDS BENEFIT ACSO

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

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.
Connoisseur’s COLLECTION

One of you will walk out of Saturday’s lunch the envy of everyone at Conference! Imagine winning 24 outstanding wines—including rare and hard to find selections—that have been thoughtfully assembled from the private collections of our ACSO Board members. Talk about enhancing your image! This is a dream come true for serious oenophiles or for anyone who appreciates the vintner’s art. The exclusive Connoisseur’s Collection opportunity drawing was a standout success in its debut at last year’s Conference, generating numerous versions of this unique fund-raiser by your colleagues throughout California. We’re bringing it back this year for an encore and, as before, only 52 tickets will be sold at $100 each. Great wine! Great odds! Great fun!

The drawing is during lunch on Saturday—need not be present to win.
The winner has the option of taking all wines home after Conference or having them shipped to home/office.

Be sure to visit the wine bin display in the Resource Room to view the selections.

Musical DRAWING

Take a chance on this year’s Musical Drawing, featuring exotic concert/hotel packages, sumptuous gift baskets and extravagant shopping sprees. All concerts are compliments of ACSO member organizations. Proceeds from the drawing support essential services provided to orchestras and choruses in the state of California and the region, including consulting services, technical assistance, conferences, and workshops.

Drawings will take place in the Resource Room throughout the Conference—need not be present to win.

TICKETS: $10 EACH; 3 FOR $25, 6 FOR $50, 10 FOR $75

PRIZES INCLUDE:

- Weekend package with the California Symphony in idyllic Walnut Creek including concert tickets and a bottle of wine.
- Weekend package in San Luis Obispo includes concert tickets to the San Luis Obispo Symphony, two nights stay at Embassy Suites, and a $50 certificate to the Atrium Café.
- Two tickets to a classics concert by the Pacific Symphony in the new Renée and Henry Segerstrom Concert Hall, accommodations at the luxurious Westin Hotel and dinner.
- $500 Shopping Spree at South Coast Plaza in Orange County.
- Captain Stan Cochran will set sail with the winner and seven guests for a Newport Harbor Yacht trip on his Grand Banks 32.
- A framed 11x14 black and white photo of Rudolf Nuriev and Dame Margot Fonteyn in the frenzy scene from Giselle from the collection of ACSO Board member Cindy Shilkret. Photographed by the late Wayne Shilkret and featured in Life magazine.
- A pair of tickets to any of the Santa Rosa Symphony’s 07-08 classical series concerts and dinner for two at Orsi Restaurant.
- Four tickets to Pacific Chorale’s November 3, 2007 Italian Treasures concert in the new Renée and Henry Segerstrom Concert Hall. Includes a basket of Italian delights.
- A Box for four at the spectacular Hollywood Bowl for August 30, 2007, with the incomparable Los Angeles Philharmonic.
- Tighten up your board skills with a “Board Effectiveness Evaluation” consultation for your orchestra donated by the Arts Consulting Group, value $2,500.
- Two tickets to any 2007-08 performance by the world-renowned Los Angeles Chamber Orchestra.
- A spectacular Monterey Weekend includes two nights at the Coachman’s Inn in Carmel on October 13 & 14, 2007 with box seats at the Monterey Symphony’s concert on Sunday, October 14. Package includes dinner for two at Rocky Point Restaurant on Saturday, October 13, an incredible ocean-view dining spot on the spectacular Central Coast and passes to the acclaimed Monterey Bay Aquarium.
- A pair of lawn seats for the 2008 Ojai Music Festival featuring David Robertson as music director and soprano Dawn Upshaw.
- Escape to beautiful Marin County. Package includes two premium seats to any Marin Symphony subscription concert with admittance to the Conductor’s Club Reception and overnight stay at Four Points by Sheraton San Rafael.
- Two tickets to the renowned San Francisco Symphony during its 2007-08 concert season and a two-night deluxe accommodation stay at the award winning Stanford Court atop Nob Hill, a Renaissance Hotel.
- Three DVDs of Keeping Score from the San Francisco Symphony.
- Philharmonia Baroque Orchestra deluxe gift basket including concert tickets, wine, CDs, sweatshirt, and more.
- Two tickets to the Santa Barbara Symphony with a two-night stay at the charming Upham Hotel and $50 toward dinner at Louie’s California Bistro.
- Two tickets to the California Shakespeare Theater for its 2008 season to a Tuesday, Wednesday, Thursday evening or Saturday matinee performance, plus a picnic dinner for two.

DISCLAIMER: OUT OF RESPECT TO OUR DONORS, PRIZES ARE NOT TRANSFERABLE. ALL CONCERTS AND HOTEL ROOMS SUBJECT TO AVAILABILITY.
**NOTES**

Gustavo 8 a.m.
Willie 9 a.m.
Steve AV

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**Schedule of EVENTS**

**WEDNESDAY, AUGUST 8, 2007**

3 - 4:30 PM
ACS0 Board Meeting
VIEJO/LAGUNA

5 - 6 PM
Resource Room Open for Vendor Set-Up
MESA VERDE

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**THURSDAY, AUGUST 9, 2007**

8 AM - 4 PM
Insider Tips: Registration and Resource Room Open
MESA VERDE
It's no secret. The Resource Room is your destination throughout the day for insider tips and trading—and it's perfectly legal! Meet colleagues; get advice; share ideas; solve problems. Got a minute? Use it wisely.

**ASK THE EXPERTS**
Free, private 30-minute consultations will be available during the Conference. Sign-ups will be first come, first served and posted on the bulletin board the first day in the Resource Room (Mesa Verde).

Wayne Brown, director of music and opera, National Endowment for the Arts, will be available for constituent meetings. Sign-up in the Resource Room (Mesa Verde).

9 - 9:45 AM
Timely Investment: Conference Orientation
SANTA ANA
Determine the best sessions and activities for your individual needs by looking at the "big picture." Conference Orientation is the starting point for solid investment of your time and energy. Here's where you'll customize the ACSO Conference into a unique and personal learning experience.

Stacey Street, executive director, California Symphony

**SPONSORED BY CYNTHIA SILKRET**
9:45 - 10:45 AM
The Association of California Symphony Orchestras' Annual Meeting
SANTA ANA
- MOST VALUABLE PLAYER AWARDS
- RETIRING ACSO BOARD MEMBERS

WELCOME: John Daniels, chairman, Pacific Symphony
Robert A. Birman, president, Association of California Symphony Orchestras

SPONSORED BY G. SCHIRMER, INC.

11 AM - 12:45 PM
Musical Chairs: Peer Forums and Lunch
Grab a chair at one of the tables and join your peers at this once-a-year unparalleled opportunity to build your network by meeting, mingling, and exchanging information with your colleagues. This is not a presentation; 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.

COORDINATOR: Andrea Laguni, executive director, Los Angeles Chamber Orchestra

PEER FORUM TABLES

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Pre-paid box lunches can be picked up in the East Galleria just outside the Mesa Verde Resource Room.
$ ADVANCE REGISTRATION REQUIRED

SPONSORED BY SYLVIA SHEPHERD

1 - 2 PM
Tour of the Renée and Henry Segerstrom Concert Hall
Meet in the East Galleria and volunteers will direct you to the Concert Hall.
2 - 3 PM

Plenary Session: Conversations and Reverberations
SEGERSTROM CONCERT HALL
From inspiration to exhilaration—the designers of the Orange County Performing Arts Center Renée and Henry Segerstrom Concert Hall at Segerstrom Center for the Arts share details of the challenges they faced and adventures they experienced in creating this architectural and acoustic gem.

WELCOME: Terrence W. Dwyer, president, Orange County Performing Arts Center
MOTERATOR: John Forsythe, president, Pacific Symphony
Damien Dorien, managing director/principal consultant, Artec Consultants, Inc.
Mitch Hirsch, associate principal, Pelli Clarke Pelli Architects
Russell Johnson, chairman, Artec Consultants, Inc.

3 - 4 PM

How to Sing and Play Well With Others
SEGERSTROM CONCERT HALL
Orchestra and Chorus not getting along?! Singing and playing together more difficult than it should be? St.Clair and Alexander have nurtured a harmonious relationship between their ensembles for 17 years. In this session the maestros divulge the key ingredients to creating a strong orchestra/chorus musical partnership.

MOTERATOR: Kelly Ruggirello, president, Pacific Chorale
John Alexander, artistic director, Pacific Chorale
Carl St.Clair, music director, Pacific Symphony

Sponsored by Boosey & Hawkes

4:15 - 5 PM

Sound Spotlight: The Organ at Segerstrom Concert Hall
SEGERSTROM CONCERT HALL
The centerpiece of a great concert hall is a magnificent organ. And who better to share the story of the organ than the man most familiar with its attributes and installation?

David Pike, tonal director, C.B. Fisk

5:15 - 6 PM

John Alexander Singers Concert
SEGERSTROM CONCERT HALL
We're all here for the music—what better way to bring down the curtain on Conference Day #1 than a live performance in Orange County's magnificent new concert hall? Pacific Chorale's select chamber group, the John Alexander Singers, is a 24-voice professional chamber choir specializing in the innovative presentation of modern and early music.

WELCOME: Kimberly Dwan Bernatz, chairman, Pacific Chorale
1. Budgets and Benefits: Special Event Fundraising

VIEJO/LAGUNA

Special fundraising events are the hedge funds of our income-generating portfolios. But they can be a drain on our time and resources. If you’re about to settle for a lackluster reprise of last year’s event or are fretting about lack of inspiration, spend your morning in a workshop that offers a look at some of the most innovative and successful benefits dreamed up by your colleagues.

MODERATOR: Cathy Michaels, associate director of development, Pacific Symphony

- HEART’S DESIRE FASHION SHOW
  Stacey Street, executive director, California Symphony

- ACADEMY AWARDS PARTY & SUPPER CLUB
  Sandra Gee, director of volunteer services and events, Pacific Symphony

- POPS AND PICNIC
  Peter Jaffe, music director, Stockton Symphony

- A GOLF TOURNAMENT
  Marshall Aronson, board member, Sacramento Philharmonic

SPONSORED BY LOUIS BARTOLINI, WESTAMERICA BANK

2. Make Yourself Heard: The Benefits of Electronic Media

SAN DIEGO/SAN PEDRO

The digital market cannot be ignored if you want your music making to go beyond the concert hall. IODA (Independent Online Distribution Alliance) was started by an experienced group of digital music experts with a strong passion and long history in independent music. See for yourself the power and potential of digital music and the web-based opportunities for your organization.

INTRODUCTION: Rob Birman, executive director, Philharmonia Baroque Orchestra
Jack Campbell, director of production services, Independent Online Distribution Alliance

3. Youth Orchestras: From Parents to Community Leaders

MONARCH BAY

A strong Board of Directors is vital to the success of an organization. Effective Boards are not born however, but purposefully built. Changing your Board makeup can be a challenge. Let veterans of this process show you how it can be done with aplomb. Time permitting, some new education programs will be presented.

MODERATOR: Pam Blaine, vice president, education, Pacific Symphony
Jim Hogan, executive director, California Youth Symphony
Barbara Stack, executive director, Oakland Youth Symphony
Teri Tan, Ph.D., board member, Pacific Symphony Youth Orchestra

SPONSORED BY SARA SALSBURY

1. Framework for Funding

VIEJO/LAGUNA

Will you pass inspection on your next funding application, or find your request discarded? The world of corporate and foundation giving demands minute attention to detail, up-to-the-minute knowledge of expectations, and awareness of the competition you face and how you need to position your organization to receive these crucial dollars. Build your framework for funding with input from those in the know.

MODERATOR: Sue Totten, vice president, development, Orange County High School of the Arts
Shari Battle, senior vice president, market development manager, Bank of America
Stan Hutton, program officer, Clarence E. Heller Charitable Foundation
John McGuirk, program director, The James Irvine Foundation

SPONSORED BY KELLY RUGGIRELLO

2. Pricing Strategies to Improve Perception and Revenues

SAN DIEGO/SAN PEDRO

Performing arts and cultural marketers have been using pricing strategies in an attempt to stimulate demand for years. But in 2007, there are many more required techniques, that when deployed together, can grow revenues and demand. At this session, learn how today’s savviest users of smart scale-of-hall plans, pricing strategies that reward loyalty and create new “tryers,” as well as demand-based pricing strategies are increasing revenues and maximizing the perception of success in their venues.

INTRODUCTION: Patty Thayer, director of marketing, San Luis Obispo Symphony
Lisa Parker, senior consultant, Target Resource Group

SPONSORED BY JOAN DE VISSE

3. The Art of Conductor Auditioning

MONARCH BAY

How do you get your foot in the door when an orchestra has a podium opening? Learn the importance of proper preparation for that critical audition. It’s not only about the conducting, it’s the whole package.

INTRODUCTION: Bob Frell, director of music education, Chapman University
Carl St.Clair, music director, Pacific Symphony

SPONSORED BY JAMES T. MEDVITZ
FRIDAY, AUGUST 10, 2007 CONTINUED

APPLAUSE! APPLAUSE! LUNCHEON
12 – 2 PM
COSTA MESA

“Above Ground” guest speaker composer Joan Tower
Joan Tower is one of today’s most interesting, colorful, and dynamic American composers. As composer for the ambitious Ford Made in America project, her work “Made in America” was played by 65 orchestras in 50 states during the 2005-07 seasons. She is the Asher B. Edelman Professor of Music at Bard College and Conservatory, where she has taught since 1972.

* ACSO honors Saul Levine of K-Mozart

S ADVANCE REGISTRATION REQUIRED
SPONSORED BY TOYOTA MOTOR SALES USA, INC.

2:15 – 3:30 PM

1. Government Arts Funding and the Educator
SAN DIEGO/SAN PEDRO
What role can orchestras and choruses play in the recent state appropriations for arts education? Based on information compiled by the California Alliance for Arts Education, our panelists will examine ways orchestras can have a hand in determining how state funds are spent when they reach our local communities. The session will review the process by which the funds have been dispersed, present some models of how the money has been utilized locally, and prepare us to be effective advocates for the strategic and appropriate use of the funds as we move forward.

Pam Blaine, vice president, education, Pacific Symphony
Ron Gallman, director of education, San Francisco Symphony
Dana Powell, Ed.D., chair of public policy, California Alliance for Arts Education

SPONSORED BY ALFRED PUBLISHING, INC.

2:15 – 3:30 PM

2. Sonata for Board and Music Director
VIEJO/LAGUNA
Fiduciary responsibility versus artistic vision—can the two exist in harmony? Explore the give and take necessary to have a healthy balance between the money and the magic.

Robert Birman, executive director, Philharmonia Baroque Orchestra
Harry Jacobs, past president, Merced Symphony
Jake Jacobs, principal, Winds of Change Group

SPONSORED BY HARRY JACOBS

3:45 – 5 PM

3. When Great Announcements Go Bad
SAN DIEGO/SAN PEDRO
New music director? New concert hall? A superstar guest artist? You’re in PR heaven—until something goes horribly wrong and good press turns bad. Join us for a panel discussion on how to handle THE big news. Learn from others’ experiences as we share the good, the bad and the ugly.

MODERATOR: Jayce Keane, director of public relations, Pacific Symphony
Adam Crane, director of public relations and communications, Los Angeles Philharmonic
Gary Ginstling, director of communications, San Francisco Symphony
Tim Mangan, classical music critic, Orange County Register
Valerie Scher, classical music critic, San Diego Union-Tribune

SPONSORED BY ROBERT A. BIRMAN

3:45 – 5 PM

1. Succession Planning
VIEJO/LAGUNA
How prepared are you for the departure of your chief executive, Board chair or other key member of your organization? Discover why it’s important for your Board to have a leadership transition plan whether or not you anticipate an upcoming search. Learn how to devise an ongoing succession plan that is linked to the strategic plan, mission and vision of your organization.

INTRODUCTION: Jeff Haydon, executive director, Ojai Music Festival
Jake Jacobs, principal, Winds of Change Group
Mike Morris, president, Ojai Music Festival

SPONSORED BY CINDI HUBBARD
3:45 – 5 PM
SAN MARCOS
MONARCH BAY

3. Brain Power: M.I.N.D. Institute

Remarkable revelations have been discovered through clinical studies in the more than 14 years since the initial connection between learning and music exploded on the public scene in 1993. Get up to date on these discoveries and how they are being applied in the education field today. Arm yourself with the latest facts when appealing for support for music education.

INTRODUCTION: Ted Smith, chairman and CEO, M.I.N.D. Institute
Mark Bodner, president and research, M.I.N.D. Institute

SPONSORED BY BMI

5:30 – 6:30 PM
BY INVITATION ONLY

Special Reception
Reception at a special location for Trustees and others who purchase one or more Power Seminars.

SPONSORED BY JOHN DANIELS AND JOHN STAHR,
BOARD MEMBERS, PACIFIC SYMPHONY

PAGEANT OF THE MASTERS
7 PM
BUSES LEAVE FOR LAGUNA BEACH

8:30 PM
PAGEANT OF THE MASTERS SHOW

The art form known as tableaux vivants, or living pictures, originated centuries ago in Europe, where it was presented in cathedrals and village parishes to make biblical events meaningful to the general public, many of whom could not read. Laguna’s Pageant of the Masters applies this age-old artistic wizardry to magically transform actors and intricate sets into remarkable re-creations of magnificent works of art. A full orchestra and inspiring narration further enhance this extraordinary production. You will enjoy a special box dinner during the short bus ride to Laguna Beach.

$ ADVANCE REGISTRATION REQUIRED

8 – 10 PM
ALL

Pacific Symphony Open Rehearsal at Renée and Henry Segerstrom Concert Hall
This is your only opportunity to hear the orchestra in its new concert hall. Admission is free.

8 – 11:45 AM
B EX Y

SANDIA MESA

Power Seminar for Trustees
A comprehensive seminar focused on “Best Practices” for today’s orchestra and chorus Boards. Topics include:

° Identifying, recruiting and mentoring the best Board members
° Collaborative governance models that include the musicians
° Focusing on what really matters
° Being clear about your expectations
° Understanding and managing your finances
° What to do about underperforming Board members
° The Board chair’s relationships with the CEO and music director

INTRODUCTION: Christine Drucker, president-elect, Ojai Music Festival
Lowell Noteboom, chair, Saint Paul Chamber Orchestra; chair, American Symphony Orchestra League

$ ADVANCE REGISTRATION REQUIRED

SPONSORED BY STEPHEN J. M. (MIKE) MORRIS
1. Databases Are Your Organization’s Life!
SAN DIEGO/SAN PEDRO
Every season, marketers need to answer a series of questions in preparation for upcoming campaigns. These include: How many brochures must I print to make my revenue goals? How much should I spend on my brochures? How many times should I mail during my subscription and single ticket campaigns? Who are my most important customers for each effort? There will be a review of key steps you must take to ensure your database is the productive revenue-creating tool you’ll need for your subscription and single ticket campaigns. You’ll also learn about the basic analytical tools that every smart marketer uses during and after campaigns to improve returns-on-investment.

Lisa Parker, senior consultant, Target Resource Group

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2. Exempt/Non-Exempt and Hourly/Salary Staffing Primer
VIEJO/LAGUNA
We all love our jobs, right? Because of this we work hard and put in long hours at night and on weekends, when necessary. But are we categorized correctly with exempt or non-exempt status? What about our staff? Are you in danger of running afoul of those delicate labor laws? Make sure your passion for Prokofiev doesn’t cause you to overlook important personnel issues.

Reed Schaper, Esq., Curiale DellaVerson Hirschfeld & Kraemer, LLP
Sean Sutton, executive vice president & chief operating officer, Pacific Symphony

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3. e-Technology: Digitally Reinventing Our Lives
MONARCH BAY
How often is your website updated? Who visits and why? Discover new and innovative ways to maximize the use of your website. Award-winning website designers provide valuable insights into simple tricks of the trade that can increase earned and contributed income, as well as donor, musician and patron connectedness.

INTRODUCTION: Jim Medvitz
Pete Deutschman, president/founder, The Buddy Group
Doug Simao, president, The Narratus Group

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10:15 – 11:45 AM

1. Everyday Études
SAN DIEGO/SAN PEDRO
Looking for a way to expose hundreds of young people to classical music every day, broaden your music education program, advocate for music in your schools, develop your audience, support your organization, empower classroom teachers, and strengthen your community? Come hear a tale of two orchestras who did this via “focused music-listening.”

INTRODUCTION: Liz Summer, past president, San Luis Obispo Symphony
Jim Black, president, board of directors, San Luis Obispo Symphony
Jaime Lewis, music education director, San Luis Obispo Symphony
Margie Harrison-Smith, director of education, Santa Rosa Symphony

SPONSORED BY JUDITH JELINEK

10:15 – 11:45 AM

2. A Bequest Program on 5-25% of Your Time
VIEJO/LAGUNA
Your small or mid-sized organization can attract planned gifts. This workshop will help you determine the right level of charitable gift planning activity for your organization. There will be special emphasis on setting up or rejuvenating a bequest program, the bread and butter of planned giving. Learn to identify and cultivate prospects, close gifts, and secure expertise for your program. Leave having mapped first or next steps for Board, staff, and volunteers.

INTRODUCTION: Judith Parker, director of development, California Symphony
Greg Lassonde, planned giving consultant, California Symphony

SPONSORED BY STACEY STREET

10:15 – 11:45 AM

3. From Calendar to Curtain: Concert Operations
MONARCH BAY
The problem: Planning, scheduling and managing the season and concert. The solution: A clear and concise blueprint for action. Whether you are a 5 single or 12 double season, this is the place to find out how best to communicate with the musicians, set up systems, software for scheduling, and more.

MODERATOR: Cindi Hubbard, principal, Cindi Hubbard & Associates
Joan De Visser, director of operations, Monterey Symphony
Eileen Jeantte, vice president, artistic & orchestra operations, Pacific Symphony
Jennifer Ringle, production manager, San Diego Symphony
Devin Thomas, director of operations and education, Los Angeles Chamber Orchestra

SPONSORED BY DREW CADY
APPLAUSE! APPLAUSE! LUNCHEON
12 – 2 PM
COSTA MESA
“Connecting the Dots: De-Coding Trends in the Cultural Marketplace,”
guest speaker Barry Braverman

In his 27 years as a creative executive with Walt Disney Imagineering, Barry Braverman had an extraordinary record producing projects for Disney destinations. He is a keen observer of trends in culture, entertainment and technology and he has a number of thought-provoking recommendations about how cultural institutions can nurture their audiences and successfully compete in an increasingly crowded marketplace.

- Drawing for the Connoisseur’s Collection of Fine Wines
- Video Clip from Music From the Inside Out

Named one of the best documentaries of 2004 by the International Documentary Association, Music from the Inside Out is the result of a unique five-year collaboration between Oscar-nominated filmmaker Daniel Anker and the 105 musicians of the Philadelphia Orchestra. In an exhilarating 90-minute journey, the film explores the intersection of art and life through the stories, passions and artistry of some of the finest musicians in the world.

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SULTRY SPANISH NIGHTS
5:30 PM BUSES LEAVE FOR VERIZON WIRELESS AMPHITHEATER CONCERT
8 – 11 PM CONCERT

Private group dinner al fresco before the concert. Bring a wrap in case the evening is chilly.

Enjoy cool classical guitar and hot Latin rhythms. In addition to tasty morsels from Bizet’s alluring Carmen, enjoy the celebrated Los Angeles Guitar Quartet performing a special arrangement of Rodrigo’s Concierto Andaluz.

Carl St.Clair, music director, Pacific Symphony

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Association of California Symphony Orchestras
2755 Cottage Way, Suite 3, Sacramento, California 95825
Phone: (916) 484-6744 • Fax: (916) 484-0503
E-mail: office@acso.org • Web: www.acso.org
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COSTA MESA AREA MAP
WESTIN HOTEL FLOOR PLAN
PROGRAMS AND EVENTS TAKE PLACE IN HIGHLIGHTED ROOMS

FIRST FLOOR

LIDO ROOM
WATERFALL TERRACE
MESA VERDE
ACSO REGISTRATION & RESOURCE ROOM
CHINA COVE
MONARCH BAY
CAPITOLINO
LAGUNA
VITO
PATIO
TERRACE NORTH
TERRACE SOUTH
CABANA
POOL
PAVILION I
SAN MARCOS
SAN JUAN
SAN FELIPE
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