MINING CALIFORNIA’S Musical Landscape

AUGUST 7-9, 2008
Embassy Suites and Renaissance ClubSport Hotels
Walnut Creek

HOSTED BY THE CALIFORNIA SYMPHONY
PRESENTED BY THE ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

Our Ruby Jubilee!
MAGIC CIRCLE MIME CO.
30TH ANNIVERSARY SEASON!

THE LISTENER
PETER & THE WOLF
THE MOZART EXPERIENCE
MUSIC, NOISE & SILENCE
THE MAGIC HORN
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ORCHESTRA FROM PLANET "X"
A SPIRIT FOR THE HOLIDAYS
DEATH ON THE DOWNBEAT*

[*SPECIAL POPS PROGRAM]

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As executive director of the California Symphony, as well as this year’s 40th Annual Conference chairman, it is my honor to welcome you to Walnut Creek! On behalf of the Board of Directors and music director, Barry Jekowsky, we are delighted to host the wonderful ACSO Conference for the first time in beautiful Walnut Creek, a vibrant and growing community that California Symphony has been proud to be a part of for 22 years. We have planned many stimulating workshops and meetings covering a variety of issues of concern to us all, as well as many entertaining special events and luncheons. As part of your Conference experience, we are also pleased to share with you a California Symphony musicale at the Lesher Center for the Arts as well as a taste of some of the other performing arts that add to the quality of life in Contra Costa County.

The ACSO staff, the Conference committee and I have worked hard to make sure that this year’s Conference is informative, enjoyable and innovative. Once again there will be two Power Seminars, providing critical tools necessary to govern effectively and efficiently, as well as the popular “Meet the Experts,” an opportunity to meet one-on-one with our industry’s arts leaders to discuss issues and brainstorm solutions.

Thank you so much for joining us at Conference to further your professional growth and the growth of your organization. California orchestras’ strength comes from the diversity of experiences, ideas and dreams among us, and I look forward to meeting and sharing these with all of you. Have a wonderful stay in Walnut Creek and enjoy the Conference!

Stacey Street, executive director, California Symphony
Inspiration fuels us all. So we fuel inspiration.

When you unlock imagination, new ideas can flourish. So we gladly give our support to community arts programs, where imagination takes flight around the world. We depend on the innovation and human energy of all our employees, and applaud those who inspire us to think differently. To learn more, visit chevron.com.
Greetings

Welcome, intrepid miners, to the 40th Annual ACSO Conference.

A sparkling cache of treasure invites your assay as we celebrate our Ruby Jubilee this year.

How wise were those adventuring in California’s musical landscape in 1969…. forging partnerships, sharing resources and creating the Association of California Symphony Orchestras; an institution serving 120 orchestras from Eureka to San Diego; from the Central Valley Youth Symphony to the Los Angeles Philharmonic.

In our time together, your faithful and hardworking ACSO Board of Directors, led by Conference Chair Stacey Street, will expose a rich vein of new ideas, a slurry of common challenges and a rock solid foundation of guiding principles for musicians, staff and trustees. Stalwart and true, executive director Kris Sinclair and her staff will shine a light on any confusion.

This is your time to explore, dear colleagues. May you strike gold!

A su servicio,

Sandi Sigurdson, executive director, San Luis Obispo Symphony
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a non-profit organization
Monica J. Felkel
Director of Artist Management
(212) 307-6668
monica@yca.org
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>WEDNESDAY, AUGUST 6, 2008</strong></td>
<td></td>
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</tr>
<tr>
<td>3 – 4:30 PM</td>
<td>ACSO Board Meeting</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>5 – 6 PM</td>
<td>Resource Room Available for Vendor Set-Up</td>
<td>EMBASSY SUITES</td>
</tr>
<tr>
<td>6 PM</td>
<td>ACSO Board and Major Donor Gathering (by invitation only)</td>
<td>EMBASSY SUITES</td>
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<tr>
<td><strong>THURSDAY, AUGUST 7, 2008</strong></td>
<td></td>
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<tr>
<td>8 AM – 4 PM</td>
<td>Registration and Resource Room Open</td>
<td>EMBASSY SUITES</td>
</tr>
<tr>
<td>10 – 10:45 AM</td>
<td>Conference Orientation: Digging for Gold!</td>
<td>CLUBSPORT</td>
</tr>
<tr>
<td>11 AM – 1 PM</td>
<td>Musical Chairs: Peer Forums (lunch available)</td>
<td>CLUBSPORT</td>
</tr>
<tr>
<td>1:30 – 2:30 PM</td>
<td>Musical Jeopardy</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>2:30 – 3:30 PM</td>
<td>Plenary Session: Conversations with the New Music Makers</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>3:45 – 5 PM</td>
<td>ACSO Annual Meeting</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>5:45 PM</td>
<td>Buses leave Embassy Suites for California Shakespeare Theater</td>
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<tr>
<td>6 PM</td>
<td>Dinner al fresco</td>
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<tr>
<td>8 PM</td>
<td>Uncle Vanya by Anton Chekhov</td>
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<td><strong>FRIDAY, AUGUST 8, 2008</strong></td>
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<tr>
<td>8 AM – 4 PM</td>
<td>Registration and Resource Room Open</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>8 – 11:45 AM</td>
<td>Power Seminar: Leadership Skills vs. Management Skills</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>8:30 – 10 AM</td>
<td>1. Prospecting for Volunteers in a New Age</td>
<td>CLUBSPORT</td>
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<td>2. Inter-ensemble Dynamics of Youth Orchestras</td>
<td>CLUBSPORT</td>
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<tr>
<td>10:15 – 11:45 AM</td>
<td>1. Assaying the Value of Educational Programs: How to Get an A+</td>
<td>CLUBSPORT</td>
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<td></td>
<td>3. Keeping Our Focus: It’s All About the Music</td>
<td>CLUBSPORT</td>
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<tr>
<td>12 – 2 PM</td>
<td>Luncheon with guest speaker composer Nathaniel Stookey</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>2:15 – 3:30 PM</td>
<td>1. Staking a Claim in Cyberspace: Beyond the Web Site</td>
<td>CLUBSPORT</td>
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<td>2. Shifting Sands: A New Youth Initiative</td>
<td>CLUBSPORT</td>
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<td>3. Just Ask! Take the Fear Out of Fundraising</td>
<td>CLUBSPORT</td>
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<tr>
<td>3:45 – 5 PM</td>
<td>1. Dynamite Annual Fund Growth</td>
<td>CLUBSPORT</td>
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<td></td>
<td>2. What’s Hot, What’s Not?</td>
<td>CLUBSPORT</td>
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<tr>
<td>5:30 – 6:30 PM</td>
<td>Power Seminar Delegates’ Reception, Broadway Plaza</td>
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<td>(by invitation only)</td>
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<tr>
<td>6:15 PM</td>
<td>Buses leave Embassy Suites for Lesher Center for the Arts</td>
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<tr>
<td>6:30 – 7:30 PM</td>
<td>Welcome Reception for all Conference Delegates</td>
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<tr>
<td>7:30 – 8:30 PM</td>
<td>California Symphony Musicafe</td>
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<tr>
<td><strong>SATURDAY, AUGUST 9, 2008</strong></td>
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<tr>
<td>8 AM – 12 PM</td>
<td>Registration and Resource Room Open</td>
<td>EMBASSY SUITES</td>
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<tr>
<td>8 – 11:45 AM</td>
<td>Power Seminar: How Strong Boards Govern</td>
<td>EMBASSY SUITES</td>
</tr>
<tr>
<td>8:30 – 10 AM</td>
<td>1. Are All Your Gems in Order? Audits and Internal Controls</td>
<td>CLUBSPORT</td>
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<tr>
<td>8:30 – 11:45 AM</td>
<td>2. Cultivating Seedlings: Youth Orchestra Confab</td>
<td>CLUBSPORT</td>
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<tr>
<td>10:15 – 11:45 AM</td>
<td>1. Time for a Legal Tune-Up</td>
<td>CLUBSPORT</td>
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<td></td>
<td>2. Expanding Your Base: Is Your Orchestra Meeting</td>
<td>CLUBSPORT</td>
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<td></td>
<td>Community Expectations?</td>
<td>CLUBSPORT</td>
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<td></td>
<td>3. Tipping the Scales in Your Favor: Increase Ticket Sales in an Economic Downturn</td>
<td>CLUBSPORT</td>
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<tr>
<td>12 – 2 PM</td>
<td>Luncheon with guest speaker philanthropist Marie Gallo</td>
<td>EMBASSY SUITES</td>
</tr>
<tr>
<td>2:30 – 4 PM</td>
<td>Drawing for the 24-bottle Connoisseur's Collection of Fine Wines</td>
<td>CLUBSPORT</td>
</tr>
<tr>
<td>5 – 7 PM</td>
<td>Surveying Our Musical Landscape: Innovative Case Studies</td>
<td>CLUBSPORT</td>
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<tr>
<td>6 PM</td>
<td>Dinner at Massimo Ristorante</td>
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<tr>
<td>8 PM</td>
<td>Festival Opera, A Midsummer Night’s Dream by Benjamin Britten</td>
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</table>
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Stacey Street, executive director, California Symphony

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Joyce Fienberg
Harry Jacobs
Michelle Lange
Noralee Monestere
David Ramadonoff
Maya Rath
Kelly Ruggirello

Cynthia Shilkret, chair, Wine Bin Drawing
Wendy Hand, president, The Meetings Network

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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.

Registration, Tickets and Resource Room
EMBASSY SUITES: ALAMEDA BALLROOM

RESOURCE ROOM HOURS
Wednesday, August 6  5:00 PM - 6:00 PM (Vendor Set-up)
Thursday, August 7  8:00 AM - 4:00 PM
Friday, August 8  8:00 AM - 4:00 PM
Saturday, August 9  8:00 AM - 12:00 PM

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

RESOURCE ROOM
● Ask the Experts Sign-up
● Orchestra Brochures
● Artists Manager Brochures and Rosters
● Vendor Information
● The Tuneful Boutique
● Registration Desk
● Advocacy Information Desk
● Find Out if You’re a Musical Drawing Winner

ASK THE EXPERTS
Free, private 30-minute consultations will be available during the Conference. Sign-ups are first come, first served and will be posted on the bulletin board in the Resource Room (Embassy Suites: Alameda Ballroom). The experts will talk to more than one person/organization at a time. Unless otherwise arranged, meetings will take place in the Boardroom (ClubSport).

TUNEFUL BOUTIQUE
Don’t forget to shop at the Tuneful Boutique. All proceeds benefit ACSO. Thank you to the many organizations who have donated items to the Tuneful Boutique. We are delighted to showcase your organization’s wares.

Coffee Service Sponsored by Young Concert Artists

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**BECOME THE TOAST OF YOUR SOCIAL CIRCLE!**

Here is the chance of a lifetime to jumpstart your wine cellar or take your existing collection to new levels. ACSO board members have selected an exquisite array of fine wines from their private collections for this exclusive opportunity drawing. Many of these wines are hard to find, eclectic, and are a must-have for the oenophile or the budding sommelier in your family. Chances for this Connoisseur’s Collection are $100 each. Only 52 tickets will be sold. Great odds! Great wines! One Golden Opportunity! Be sure to visit the wine bin display in the Resource Room at the Conference to view the selections.

*Must be present to win. The drawing will be held during lunch Saturday, August 9. The winner has the option of taking the wines home or having them shipped (in-state only).*

**Musical Drawing**

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

**TICKETS:** $15 EACH; 5 FOR $60; 10 FOR $100

**PRIZES INCLUDE:**

- $500 Shopping Spree at the South Coast Plaza in Orange County.
- $250 Shopping Spree at the Broadway Plaza in Walnut Creek.
- Two weekend packages with two tickets each to the California Symphony in idyllic Walnut Creek, dinner for two at Prima Ristorante, overnight accommodations at the Embassy Suites Hotel and the Renaissance ClubSport Hotel.
- Getaway package in San Luis Obispo, just minutes from the sand and sea.
- Enjoy two tickets to any Berkeley Symphony or Berkeley Akademie performance. The 2008-09 season marks Kent Nagano’s 30th and final season with the orchestra, and the conclusion of the search for his successor. An invitation to a post-concert reception included with select performances.
● Enjoy a New West Symphony concert for two at the Countrywide Theatre Performing Arts Center and dinner at Mandevilla Restaurant.

● Enjoy a unique Philharmonia Baroque Orchestra night on the town during the 2008-2009 concert season and dinner for two at the luxurious Harris’ Restaurant. After dinner, join PBO and Music Director Nicholas McGegan for an outstanding concert at the Herbst Theater. When you’re not at the concert listen to the unique and original PBO sound on CD—including Beethoven’s Symphony No. 9, and the music of Handel featuring the remarkable mezzo-soprano Lorraine Hunt Lieberson. And—you’ll be ready for San Francisco’s signature fog and sun wearing your new, sporty PBO sweatshirt and baseball cap.

● A concert by the Pacific Symphony in the new Renee and Henry Segerstrom Concert Hall, overnight stay at the Westin South Coast Plaza Hotel and dinner.

● Get away to pristine Marin County. A two-night stay for two at the Four Points by Sheraton San Rafael allows you to explore Marin’s finest antique shops, galleries, beaches and hiking trails at your leisure. Package includes dinner for two at Sausalito’s renowned Spinnaker Restaurant, poised on a pier to allow for uncompromised, breathtaking views of San Francisco Bay. Time your trip to enjoy two Section I seats for the 2008-09 subscription season performance of your choice by the Marin Symphony and hear why the Marin Symphony is known as one of the hottest regional orchestras around.

● Two tickets to the 63rd Ojai Music Festival featuring one of the hottest contemporary music ensembles of today, eighth blackbird. You’ll enjoy VIP treatment with drinks prior to the concert, great seats, and the post-concert party afterward. What better place to enjoy the riveting performance of eighth blackbird than under the stars and oaks in the beautiful Ojai Valley.

CONTINUED ON PAGE 13
● Enjoy concert tickets for two to the San Francisco Symphony with a two-night stay at the Marriott Courtyard Fisherman’s Wharf.

● 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 a Los Angeles Chamber Orchestra concert of the winner’s choice for our Orchestra Series, one set of special LACO greeting cards and a CD recording of Bach Concertos featuring Hilary Hahn and the Los Angeles Chamber Orchestra.

● Two tickets to the 2008-09 season of the San Diego Symphony with a two-night stay at the Sheraton Suites San Diego at Symphony Hall. Enjoy a dinner for two a Le Cake Chateau.

● Two tickets to an Oakland East Bay Symphony concert between January and April 2009, including an invitation to a post-concert reception with Michael Morgan and guest artist.

● A season subscription for two to The Orchestras of Pasadena at the Civic Auditorium in Pasadena. Jorge Mester presents five concerts of symphonic greats from Tchaikovsky to Shostakovich and Revueltas to Bartok. Rachael Worby presents three holiday concerts with her unique flair with guest artists like Cherish the Ladies.

● Two tickets to any San Diego Chamber Orchestra performance at either Sherwood Auditorium in La Jolla or St. Paul’s Cathedral in downtown San Diego. Experience the musicality and artistry of Maestro Jung-Ho Pak and the San Diego Chamber Orchestra and see what all the buzz is about!

● Receive a complimentary consultation on any of the following topics: organizational planning, development activities, Board development from Kate Akos, Katherine E. Akos Consulting Services—some expenses may apply (value $2,000).
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**Schedule of Events**

**WEDNESDAY, AUGUST 6, 2008**

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<tbody>
<tr>
<td>3 – 4:30 PM</td>
<td>ACSO Board of Directors Meeting</td>
<td>EMBASSY SUITES, BLACK DIAMOND</td>
</tr>
<tr>
<td>5 – 6 PM</td>
<td>Resource Room Available for Vendor Set-Up Only</td>
<td>EMBASSY SUITES, ALAMEDA BALLROOM</td>
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<tr>
<td>6 PM</td>
<td>BY INVITATION ONLY</td>
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<tr>
<td></td>
<td>ACSO Board &amp; Major Donor Gathering</td>
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**THURSDAY, AUGUST 7, 2008**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8 AM – 4 PM</td>
<td>Registration &amp; Resource Room Open</td>
<td>EMBASSY SUITES, ALAMEDA BALLROOM</td>
</tr>
<tr>
<td>10 – 10:45 AM</td>
<td>Conference Orientation: Digging for Gold!</td>
<td>CLUBSPORT, CLUB A &amp; B</td>
</tr>
</tbody>
</table>

Navigating your way through a Conference can be daunting, so let us help you discover the gems at this important orientation. Learn how to customize your experience to meet your professional and personal needs. Plan to attend if this is your first time at Conference, if you need a refresher, or if you just want a sneak peek into this year’s Conference treasures!

Kelly Ruggirello, president, Pacific Chorale

*Sponsored by Dr. Sylvia Shepherd*
**Musical Chairs: Peer Forums & Lunch**

**CLUBSPORT**

Share the wealth—you’ll be the richer for it! 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. Participants may be asked to split off into different groups if there are more than 10 at each table. Mr. Pastreich will lead the Peer Forum for managers, all budgets (for paid top executives only).

<table>
<thead>
<tr>
<th>PEER FORUM TABLES</th>
</tr>
</thead>
</table>
| **1** | Managers for all budgets (for paid top executives only)  
Peter Pastreich, *consultant*  
RENAISSANCE B |
| **2** | Board Members with budgets over $1 million  
Ralph Haskew, *past president, California Symphony*  
RENAISSANCE C |
| **3** | Board Members with budgets from $500,000 to $999,999  
RENAISSANCE C |
| **4** | Board Members with budgets from $300,000 to $499,999  
RENAISSANCE C |
| **5** | Board Members with budgets under $299,999  
Harry Jacobs, *past president, Merced Symphony*  
CLUB |
| **6** | Marketing Directors and Staff  
Debbi Hersh, *marketing director, Oakland East Bay Symphony*  
RENAISSANCE A |
| **7** | Public Relations Directors and Staff  
Gary Ginstling, *director of communications, San Francisco Symphony*  
RENAISSANCE A |
| **8** | Development Directors and Staff  
Michelle Lange, *development director, Monterey Symphony*  
RENAISSANCE A |
| **9** | Operations and General Managers  
Leslie Sabol, *general manager, Modesto Symphony*  
CLUB |
| **10** | Box Office Managers and Staff  
BOARDROOM |
| 11 | Finance, IT Staff and Volunteers  
Maya Rath, finance director, Oakland East Bay Symphony  
CLUB |
| 12 | Education Staff and Volunteers  
Margie Harrison-Smith, director of education,  
Santa Rosa Symphony  
CLUB |
| 13 | League and Guild Volunteers  
CLUB |
| 14 | Youth Orchestra Staff and Volunteers  
Wendy Howe, executive director,  
Young People’s Symphony Orchestra  
CLUB |
| 15 | Chorus Staff and Volunteers  
Kelly Ruggirello, president, Pacific Chorale  
CLUB |
| 16 | Conductors  
Barry Jekowsky, music director, California Symphony  
CLUB PRE-FUNCTION AREA |
| 17 | Youth Orchestra Conductors  
David Ramadanoff, music director,  
Young People’s Symphony Orchestra  
CLUB PRE-FUNCTION AREA |

COORDINATOR: Maya Rath, finance director, Oakland East Bay Symphony  

Pre-paid box lunches can be picked up in the pre-function area at ClubSport.  

$ ADVANCE REGISTRATION REQUIRED  

Sponsored by Louis Bartolini, Westamerica Bank

1:30 – 2:30 PM  

Musical Jeopardy  
EMBASSY SUITES, CONTRA COSTA BALLROOM

Learning and sharing isn’t always backbreaking work. Join us for a fun way to test your musical knowledge. You may be surprised at the depth of information buried inside your head. Absolutely no prizes awarded—enhanced expertise and bragging rights are the incentive!

CREATOR: Rob Birman, executive director, Philharmonia Baroque Orchestra  
HOST: Asher Raboy, music director, Napa Valley Symphony

Sponsored by Alternative Business Solutions
Plenary Session: Conversations with the New Music Makers
EMBASSY SUITES, CONTRA COSTA BALLROOM

In recent years there has been a renaissance of new American music. What does the music of our day sound like? Where are the ideas coming from? Is it too hard to play—to listen to? Can we recognize its value? Will it stand the test of time? Does the music composed by young composers draw young audiences? American music’s prizewinning young composers discuss their experiences, ideas and motivations.

COMPOSERS: Mason Bates, Pierre Jalbert, Chris Theofanidis
MODERATOR: Barry Jekowsky, music director, California Symphony

Sponsored by Stacey Street

The Association of California Symphony Orchestras’ Annual Meeting
EMBASSY SUITES, CONTRA COSTA BALLROOM

- WELCOME: William Eames, president, California Symphony
- STATE-OF-THE-STATE REPORT
- MOST VALUABLE PLAYER AWARDS
- RETIRING ACSO BOARD MEMBERS
- GUEST: John McGuirk, program director, the Irvine Foundation
- 40TH ANNIVERSARY CELEBRATION

Sandi Sigurdson, president, Association of California Symphony Orchestras
Sponsored by Stephen J.M. (Mike) Morris
Leadership Skills vs. Management Skills

Conventional wisdom says, “Managers do things right while leaders do the right thing.” In this seminar you will explore the distinction between leadership and management and learn how it can impact the way you lead your team. Both are vital functions for effective organizations, and knowing when to lead and when to manage is critical to your organization’s success. Two incredible orchestra managers will lead this session with practical advice and illustrative anecdotes.

Continental breakfast included.

David Hyslop, consultant (left)
Peter Pastreich, teacher & consultant (right)

INTRODUCTION: Joe Truskot, executive director, Monterey Symphony

$ ADVANCE REGISTRATION REQUIRED

Sponsored by Robert A. Birman
1. Prospecting for Volunteers in a New Age
CLUBSPORT, CLUB A & B

Have we tapped out the supply of precious volunteer resources? Based on last year’s gut-wrenching discussion about the challenges of replacing retiring volunteers, and the fact that three venerable groups have disbanded this year, this session will give hope that there can be active volunteers still in service to your organization. Abundant time for Q & A will make sure everyone can participate fully in this all-important session.

Jennifer Bennett, volunteer program manager, VolunteerMatch
Roxanne Foster, director of volunteer services, John Muir Health
Stacey Street, executive director, California Symphony

Moderator: Noralee Monestere, executive director, Marin Symphony

Sponsored by Cynthia Shilkret

2. Inter-ensemble Dynamics of Youth Orchestras
CLUBSPORT, RENAISSANCE A & B

A gold mine of young talent throughout California presents unique opportunities, practices and concerns. What special challenges are involved in running a Youth Orchestra program with multiple ensembles? How can we best foster an environment of collaboration and communication between the artistic leadership of each group? Topics discussed will include sharing musicians, the importance of appropriate programming, and defining the geographical community served.

Katherine Ho, associate director of education and community engagement, The Orchestras of Pasadena
Scott Leigh, executive director, Sacramento Youth Symphony
Ben Taylor, youth ensembles manager, Santa Rosa Symphony Youth Orchestras

Moderator: Jefferson Packer, manager, San Francisco Symphony Youth Orchestra

Sponsored by San Luis Obispo Symphony Board of Directors
3. Keeping Our Focus: It’s All About the Music  
CLUBSPORT, RENAISSANCE C

Preserving, promoting and presenting quality musical performance is the goal and challenge of every musician. A good symphony orchestra is much more than a group of players assembled for a certain performance. It is a living organism, whose life is sustained through the continual process of rehearsing and performing together. Given rehearsal and budget constraints, what are realistic expectations for quality and growth? What works should be programmed for the musical and artistic development of the orchestra as an ensemble?

Michael Morgan, music director, Oakland East Bay Symphony
Jung-Ho Pak, music director, San Diego Chamber Orchestra

MODERATOR: David Ramadanoff, music director, Vallejo Symphony

Sponsored by Maya Rath
FRIDAY, AUGUST 8, 2008  CONTINUED

12 – 2 PM  
EMBASSY SUITES, CONTRA COSTA BALLROOM

ALL  

LUNCHEON with Guest Speaker  
Nathaniel Stookey

“The Composer is Alive!”

Nathaniel Stookey is one of today’s most innovative and dynamic American Composers. At 17, he was the youngest composer ever commissioned for the San Francisco Symphony’s New and Unusual Music Series. In 2006, the San Francisco Symphony premiered a new commissioned work, The Composer is Dead, with libretto by Lemony Snicket, which has since been programmed by orchestras across North America.

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

$ ADVANCE REGISTRATION REQUIRED

2:15 – 3:30 PM  
MARKETING, TECHNOLOGY

1. Staking a Claim in Cyberspace:  
Beyond the Web Site  
CLUBSPORT, CLUB A & B

To compete and succeed in our techno-driven world we need to master the newest communications tools. This session will discuss creative ways to look at the content you are creating and explore channels available to all of us for digital distribution and brand exposure. From Facebook to YouTube and searches to viral marketing, the tools are there for you to leverage. Let’s explore the possibilities.

Pete Deutschman, chief Buddy and founder, The Buddy Group

INTRODUCTION:  Rob Birman, executive director, Philharmonia Baroque Orchestra

Sponsored by Harry Jacobs
2. Shifting Sands: A New Youth Initiative

CLUBSPORT, RENAISSANCE C

The topography of Los Angeles’s music scene is changing. Inspired by Venezuela’s El Sistema and incoming music director Gustavo Dudamel, the Los Angeles Philharmonic has taken its first steps in implementing Youth Orchestra LA—the Philharmonic’s plan to establish five youth orchestras in underserved communities over the next 10 years. Learn about the development of this initiative and discuss the opportunities and challenges that it presents.

Gretchen Nielsen, director of educational initiatives, Los Angeles Philharmonic Association

Sponsored by Andrea Laguni

2:15 – 3:30 PM

DEVELOPMENT

3. Just Ask! Take the Fear Out of Fundraising

CLUBSPORT, RENAISSANCE A & B

Does gold glimmer just beyond reach? Don’t let fear stop you from bringing in those bigger gifts. Attend this important session and learn how to personally ask for that gift with aplomb, enthusiasm and confidence.

Kelly Ruggirello, president, Pacific Chorale

Sponsored by Katherine E. Akos

2:15 – 3:30 PM

DEVELOPMENT

1. Dynamite Annual Fund Growth

CLUBSPORT, CLUB A & B

Since the Annual Fund is an orchestra’s core source of contributed revenues, this 90-minute booster rocket for your annual fund is an essential presentation! Annual funds that consistently grow have fundamentals in common. Participants will discuss Paul and Michelle’s Top 10 Essential Strategies for Annual Campaign Growth.

Paul Hogle, vice president for institutional advancement and learning, Atlanta Symphony

Michelle Lange, development director, Monterey Symphony

Sponsored by Nancy Bell Coe

3:45 – 5 PM
2. What’s Hot, What’s Not?

CLUBSPORT, RENAISSANCE C

The musical terrain sometimes seems fragile and fickle. Some trends fizzle out; other programs are evergreen. Do pre-concert talks still inspire attendance? Should you be creating and selling merchandise? Are donor receptions effective? Join your colleagues for a revelatory session about what’s really working, and what’s not, statewide.

Paul Zdunek, president/CEO, Modesto Symphony

Sponsored by Noralee Monestere


CLUBSPORT, RENAISSANCE A & B

Given the shifting balance between print and online media, how do arts organizations get the word out? Where should we focus our human and financial resources in this world of bloggers, wikis and social networkers? A panel of media, marketing and PR professionals help us explore these vexing issues that face all arts organizations, large and small.

Lyla Foggia, principal, Foggia Public Relations LLC, Portland
Gary Ginstling, director of communications, San Francisco Symphony

Sponsored by Gary Ginstling

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POWER SEMINAR DELEGATES’ RECEPTION

5:15 PM  Buses leave Embassy Suites for Broadway Plaza

5:30 – 6:30 PM  Power Seminar Delegates’ Reception
Broadway Plaza Promenade

6:30 PM  Buses take ticket holders for the Reception and Musicale to the Dean Lesher Center and all others can return to the Embassy Suites

Hosted by

FRIDAY, AUGUST 8, 2008  CONTINUED
Join California Symphony’s music director Barry Jekowsky and some of the Symphony’s finest musicians as they present select chamber works by the Symphony’s current and former Young American Composers-in-Residence. These will include a reading of a brand new piece by composer Mason Bates, as well as performances of pieces by Pierre Jalbert, Kevin Puts and Chris Theofanidis. The composers will introduce and provide insight into their pieces during this lively and interactive one-hour program.

$ ADVANCE REGISTRATION REQUIRED

SATURDAY, AUGUST 9, 2008

8 AM – 12 PM
Registration & Resource Room Open
EMBASSY SUITES, ALAMEDA BALLROOM

8 – 11:45 AM
POWER SEMINAR: How Strong Boards Govern
EMBASSY SUITES, GRIZZLY PEAK

Can’t see the forest for the trees? Too often there is a huge gap between the expectations of what boards should do, and what they actually do. But the conventional wisdom that boards need special training or motivation isn’t always the right way to go. This workshop takes a fresh look at what both staff and board members can do to change their framework—and their performance—in dramatic ways. Continental breakfast included.

Jan Masaoka, former executive director, CompassPoint Nonprofit Services, San Francisco
INTRODUCTION: Sandi Sigurdson, executive director, San Luis Obispo Symphony

$ ADVANCE REGISTRATION REQUIRED

Sponsored by Joyce Fienberg
8:30 – 10 AM  MANAGEMENT, GOVERNANCE, FINANCE

1. Are All Your Gems in Order? Audits & Internal Controls
CLUBSPORT, CLUB A & B

It is not enough to maintain your musical/organizational riches in a casual manner. You must adopt proper methodologies for accounting, assessing, categorizing, etc. Do you need an Audit Committee? Ever wonder what your auditor is mining for? Do you have proper internal controls? Are you aware of the new audit process and standards and the new documentation requirements? This session is not just for accounting and finance departments!

Doug Regalia, partner, Regalia & Associates CPAs, Danville
MODERATOR: Maya Rath, finance director, Oakland East Bay Symphony

Sponsored by 501(c) AGENCIES TRUST

8:30 – 11:45 AM  YOUTH, EDUCATION

2. Cultivating Seedlings: Youth Orchestra Confab
CLUBSPORT, RENAISSANCE B

Come one, come all—we’ll tackle pressing issues for youth orchestras and youth choruses, including quality education programs, school relationships, auditions, the legality of scanning and downloading music parts, and any other topic that concerns you. You ask, we’ll all discuss!

Melissa Craig, manager, Pacific Symphony Youth Orchestra
Wendy Howe, executive director, Young People’s Symphony Orchestra
Brian Taylor Goldstein, esq., FTM Arts Law
MODERATOR: Andrea Stoner, director of education, San Luis Obispo Symphony

Sponsored by Sara Salsbury

10:15 – 11:45 AM  MANAGEMENT, GOVERNANCE, FINANCE

1. Time for a Legal Tune-Up
CLUBSPORT, RENAISSANCE C

We all recognize the value of preventative maintenance, whether it be for our cars, our homes, our gardens, or ourselves. Your orchestra deserves the same consideration. This session will review important recordkeeping and reporting requirements and identify key areas for examination of your orchestra’s legal health.

Corinne H. Gartner, attorney, Downey Brand LLP, Sacramento
INTRODUCTION: Harry Jacobs, past president, Merced Symphony

Sponsored by Sean Sutton
2. Expanding Your Base: Is Your Orchestra or Chorus Meeting Community Expectations?

CLUBSPORT, RENAISSANCE A

Whether your organization is about to undertake a strategic planning process, educational initiative, music director search or other high-impact event, you need to ensure that your community is behind you. Cross-fertilization is the key. Learn to effectively engage disparate individuals and community groups in public discussion. Hear about various research tools and steps that you can take to broaden financial, emotional, and public support for your programs and enhance the ultimate impact your orchestra has in the community.

Bruce Thibodeau, president, Arts Consulting Group
Jane E. Kenworthy, executive director & CEO, Stockton Symphony
Robert Sweibel, director of marketing & communications, Berkeley Repertory Theatre

Sponsored by ASCAP

3. Tipping the Scales in Your Favor: Increase Ticket Sales in an Economic Downturn

CLUBSPORT, CLUB A & B

At a time when the threat of recession clouds every decision symphony and chorus marketers make, learn about strategic tactics you can implement to optimize your marketing budget to achieve fuller houses and maximum revenue. Learn best practices for finding new single ticket buyers and cultivating their ongoing patronage. This session is designed to send you home with a list of priority activities for effectively marketing your 2008-09 season.

Rick Lester, managing partner, Target Resource Group

Sponsored by John Robinson
SATURDAY, AUGUST 9, 2008 CONTINUED

12 – 2 PM  EMBASSY SUITES, CONTRA COSTA BALLROOM  ALL

LUNCHEON with Guest Speaker Marie Gallo

"Turning Gifts into Treasures"

Marie Gallo is one of California’s greatest champions for the arts. An accomplished pianist herself, her love and dedication to ensuring the health and welfare of live music in her community has been an enduring passion.

INTRODUCTION: Paul Zdunek, president/ceo, Modesto Symphony

DRAWING FOR THE CONNOISSEUR’S COLLECTION OF FINE WINES

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2:30 – 4 PM  ALL

Surveying Our Musical Landscape: Innovative Case Studies

CLUBSPORT RENAISSANCE A & B

Back by popular demand, these roundtable mini-presentations offer great new ideas and information in just 20 minutes. Attendees change tables three times.

● How to Launch a Local Composer Competition
  Joe Truskot, executive director, Monterey Symphony

● Educating Adults in New Music
  Devin Thomas, director of artistic operations, Los Angeles Chamber Orchestra

● Young Idol Competition
  Caroline Nickel, director of marketing & public relations, Modesto Symphony & Lesley Sabol, general manager, Modesto Symphony

● Sparkling Jewelry Party, California Symphony’s Holiday Event
  Stacey Street, executive director, California Symphony

● Visa and Immigration & Copyright Laws
  Brian Taylor Goldstein, esq., FTM Arts Law

● Multiple Venues Mean Multiple Boards!
  Len & Judy Linton, president and vice president, New West Symphony
  Nelson Dodge, executive director, New West Symphony

● Holiday “Look In” Home Tour Event
  Marion Inchaustegui, past president, Ojai Music Festival Women’s Committee

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28
AT THE MOVIES
Keeping Score, Rewind, Freeway Philharmonic
CLUBSPORT: CLUB A & B, RENAISSANCE A & B
Join your colleagues for a special screening of documentaries about orchestras, including Freeway Philharmonic, Keeping Score and Small Town Big Symphony.

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6 PM Dinner at Massimo Ristorante, 1604 Locust Street
8 PM Festival Opera, A Midsummer Night’s Dream, Michael Morgan conducting, Lesher Center for the Arts

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Thank you for attending the 40th Annual Conference

2008-2009 ACSO NEXT SEASON

- ACSO Skill-Building Workshops • November 2008
- Mid-Winter Managers’ Meeting • January 2009
- Fanfare Calls • New Next Season (topic-specific conference calls)
- Youth Orchestra Meeting • March 2009
- Orchestra Consultations
- 41st Annual Conference in San Diego
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"The triumph of the Playboy Jazz Festival was the closing set of Poncho Sanchez, he made no attempt to cap everybody, he just let his band kill the people in the usual way. It's a real working band, the Count Basie Orchestra of Latin jazz. . . ."
Hollywood Reporter

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Time Out - London

EDDIE DANIELS
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Leonard Bernstein

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The Boston Globe

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THE ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

Celebrates 40 Years of Service

Our Ruby Jubilee!
Dear Colleagues,

It’s hard to believe that I have been fortunate enough to be at the helm of this excellent organization for more than half its life. Our world has changed dramatically over the past 23 years. I’ve experienced shattering—and some literally earth-shaking—events, significant achievements, gains and losses, great sadness and intense joy. Our orchestral world has undergone similar transformation. I have happily welcomed new orchestras (Classics 4 Kids, Susanville Symphony, Observatory Orchestra, California Symphony, Napa Valley Youth Symphony, to name a few), and mourned the loss of some venerable ensembles (Pasadena Chamber, San Jose Symphony, Sacramento Symphony, South Coast Symphony). But one thing I have always said, and that holds true, is that our art form will not disappear. Orchestras and choruses continue to reach new heights of partnership, collaboration, artistic excellence and innovative programming.

The situation appeared rather bleak in December 1985 when ACSO president Mike Gehret (director of development of the San Francisco Symphony) hired me. We had very little money in the bank. In fact, after a couple of days on the job, I figured I needed to start raising money for my salary! A newsletter hadn’t been published in quite some time, the organization did not hold an annual conference in 1984 (the League of American Orchestras was in California that year and it was expected everyone would attend THAT conference), and there had been no membership drive in a year. Add to this the fact that there were no computers, databases, faxes or any of the other paraphernalia we take for granted in running an organization today.

We had work to do! And work we did! Today, we have a staff of three accomplished professionals; a strong, dedicated board of directors; dynamic new programs; innovative ideas, and a growing roster of organizations and individuals, some of whom have been engaged members for 40 years. That is success.

A service organization is only as strong as its membership. Each one of you has played a starring role in the success of ACSO. It has been my incredible pleasure to work with you for so many years, to see you grow and prosper, to share your challenges and high points, to attend your musical offerings. Thank you.

I wish you a successful upcoming season.

Kris Sinclair, executive director, ACSO
On behalf of the League of American Orchestras I am delighted to congratulate ACSO on its 40th anniversary.

As I look at the astonishing growth of symphony orchestras in California to 217 adult and 81 youth orchestras, it is easy to see why we continue to believe that orchestral music will remain an integral part of our community life in the future. ACSO has played a critical role in the growth and vitality of California’s orchestras, offering much needed resources in advocacy, training, information and communications. Quite simply, ACSO has become the model of a successful state orchestra association.

The leaders who formed ACSO understood the power of collective action; bringing together all the constituents that make up the orchestra family. Indeed, at my first ACSO conference I was struck by the warmth, collegiality, closeness, and humor that ran through the event. ACSO has created a powerful network of colleagues engaged in strengthening orchestras across California.

ACSO is the largest and among the oldest state orchestra associations and the League recognizes the important work it undertakes in support of its members. It was founded on the principles that each orchestra’s success is determined by the success of every other orchestra in California. An offspring of the League’s Conducting Workshops at Asilomar in the 1960’s, ACSO continues to complement the national work of the League and we are proud to be associated with you and your members.

I send my best wishes to Sandi Sigurdson, Kris Sinclair, and all the ACSO team for what I know will be a wonderful 40th Conference.

Sincerely,

Jesse Rosen, president and ceo, League of American Orchestras
WELL-WISHERS CONGRATULATE ACSO!

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The Los Angeles Chamber Orchestra celebrates the 40th Anniversary of ACSO.

JOYCE & MAL FIEenberg
ANDREA LAGUNI
DAN READ
From its founding at the historic Asilomar Conference Center on the Monterey Peninsula until this very day, the Association of California Symphony Orchestras has been integral to the success of the Monterey Symphony. ACSO’s service to us has provided countless benefits during the past forty years for which we are grateful. We wish ACSO a bountiful future.

JOE TRUSKOT

WE SALUTE ACSO ON ITS 40TH ANNIVERSARY
Thanks for making an important difference in our golden state and throughout the land.
Wishing ACSO the best for another 40 years of service to California orchestras and choruses.

The San Francisco Symphony and Music Director Michael Tilson Thomas Congratulate ACSO on 40 Years of Serving California Orchestras.
Congratulations to ACSO
for 40 years of outstanding contributions to
the musical community of California.

DORIS AND HERVEY SEGALL

The Marin Symphony and the California Symphony
congratulate ACSO for 40 years of excellence in
providing incomparable support and making
an extraordinary range of invaluable resources
available to California orchestras.

With its innovative approaches to the challenges
confronting our orchestras, its passionate public advocacy
programs and outstanding technical assistance,
ACSO continues to assure its importance to our industry.

HERE’S TO THE NEXT 40 AND BEYOND!
Wish to congratulate
THE ASSOCIATION OF
CALIFORNIA SYMPHONY ORCHESTRAS
for 40 Years of Outstanding Service
to the Arts Community!

Best wishes from an admirer of all that ACSO does for music.

ANONYMOUS
THANK YOU ACSO FOR 40 GREAT YEARS!

From inside this little box, we congratulate ACSO for thinking outside the box for forty years.

JUDITH JELINEK AND SHARON McNALLEY

Congratulations to ACSO on its 40th Anniversary, from your friends at the Music Academy of the West.

THANK YOU FOR ALL YOU DO FOR MUSIC.
The ACSO BOARD FOR 40 YEARS

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