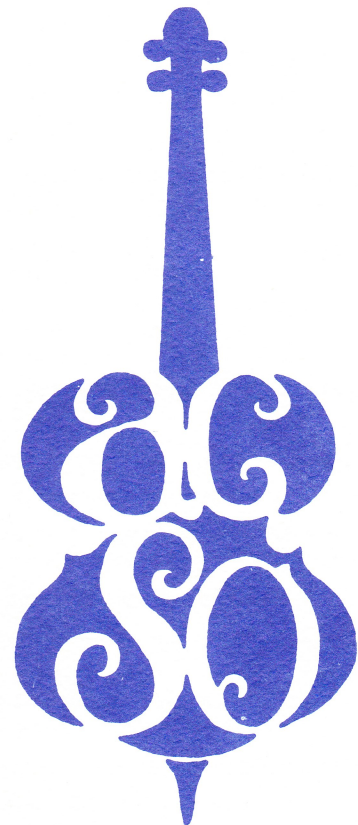


12th ANNUAL CONFERENCE

**Association of  
California Symphony  
Orchestras**



**SEPTEMBER 4 - 7, 1980**

Sheraton-Town House  
Los Angeles, California

## 1980 ACSO CONFERENCE COMMITTEE

Kay Stoever, *Chairman*  
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Mary Brady  
Dorothy Chadwick  
Gertilda Voss Conti  
Ginny Cushman  
Ernest Fleischmann  
Adrienne Morgan  
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Deborah Rutter  
James A. Swift  
Milah Wermer  
Sue Dewar, *Ex-officio*

## CONFERENCE CONTRIBUTORS

Special thanks to these generous donors:  
Blüthner-Kasimoff Piano Company—piano  
Coca-Cola Bottling Company of Los Angeles—  
refreshments  
Jacob Maarse Flowers—floral arrangement  
Pasadena Convention Bureau—technical  
assistance  
Prudential Life Insurance Company—buses to  
Bowl  
Sorrento Italian Market—wine and cheese  
Trader Joe and Pronto Markets—wines for  
picnic

• WEAR YOUR CONFERENCE BADGE

AT ALL TIMES

## CONFERENCE SCHEDULE

∞∞

### THURSDAY, SEPTEMBER 4, 1980

10:30 a.m. ACSO Board Meeting—Outer  
Terrace Room

12:00- 5:00 Registration—Lobby

2:00- 4:30 *Workshops*

I.—*Volunteer Auxiliaries—New Ideas &  
Success Stories*

★ “Raising Money”—Town House Room  
Chairman: Pam Lee, Stockton Symphony  
Panelists: Sylvia Evans, Conejo Symphony  
Margaret Hughes, Pasadena Symphony  
Margie Masterson, Long Beach Symphony  
Merrilyn Arn, San Diego Symphony  
Dorothy Norman, Peninsula Symphony

★ “Selling Tickets/Promoting Concerts”—  
Town House Room  
Chairman: Adrienne Morgan, Secretary,  
Volunteer Council, American Symphony  
Orchestra League

Panelists: Alzada Forbes, Sacramento  
Symphony  
Molly Gorman, Pasadena Symphony  
Eva Holberg, Los Angeles Philharmonic  
Lee Trippett, Symphony of the Verdugos

★ “Community Outreach/Education”—Town  
House Room  
Chairman: Ginny Cushman, Los Angeles  
Philharmonic  
Panelists: Barbara Hart, Los Angeles  
Philharmonic  
Velma McKelvey, Los Angeles Philharmonic  
Noreen Quan, Oakland Symphony

★ “Staff + Volunteers = A Successful Season  
Ticket Campaign”  
3:45-4:30, San Gabriel Room  
Speaker: Alzada Forbes, Director of Pub-  
lic Relations, Sacramento Symphony

II.—*Managers—Formulating A Five Year Plan*  
—Outer Terrace Room

Chairman: Harold Lawrence, President &  
Executive Director, Oakland Symphony  
Orchestra

Carol Toffler - Security P. Bank  
Foundation

## THURSDAY, SEPTEMBER 4 (Continued)

III—Board Members—Board Boundaries: Bach to the Budget—California Room  
Chairman: Dan Pavillard, Executive Director, Long Beach Symphony

5:00-6:00 *President's Reception* #901

7:00 p.m. *Bus to Hollywood Bowl*  
Meet at Commonwealth Entrance

8:30 p.m. *All-Beethoven Concert — Hollywood Bowl*  
Los Angeles Philharmonic; Robert Shaw, conductor; Cho-Liang Lin, violin;  
Program: Overture, King Stephen  
Violin Concerto  
Symphony No. 7

## FRIDAY, SEPTEMBER 5, 1980

8:30- 5:00 Registration—Lobby

8:30 a.m. *Welcome*—Regency Room  
Host: Ernest Fleischmann, Executive Director, Los Angeles Philharmonic

9:00-10:30 *General Session*—Regency Room  
"The Decade Ahead"  
Chairman: Bram Goldsmith, Chairman of the Board & Chief Executive Officer, City National Bank  
Panelist: •David Maxwell, Chairman & Chief Executive Officer, TICOR Mortgage Insurance  
George Moody, Vice Chairman, Security Pacific National Bank  
Lloyd Stockel, Partner, Goldman, Sachs & Co.

10:45-12:00 *Concurrent Sessions*

•I.—"Overlooked Aspects of Fundraising"—Outer Terrace Room  
Chairman: James E. Dees, Partner, Samira Baroody Associates  
Guest Speaker: Helen Major, Partner, Major and Valido

## FRIDAY, SEPTEMBER 5 (Continued)

II.—"Advocacy"—Lafayette Room  
Chairman: Joanne Kozberg, Co-Chairman, Music Center Government Relations Committee of the Performing Arts Council  
Panelists: Michael Newton, President, Performing Arts Council  
Bill Cook, Director, California Arts Council  
Susan Rice, President, League of Women Voters, California  
Bob Ronka, Los Angeles City Councilman

III.—"Sharing & Solving Problems for Volunteer "Auxiliaries"—Town House Room  
Chairman: Barbara Schaaf, ACSO Chairman of Volunteer Auxiliaries

12:00- 1:45 *Luncheon on the Lawn*  
Tamara Bischoff, Guest Artist

1:45- 3:00 *Young Artists Showcase*—Regency Room  
Chairman: Mildred Goldstein  
Artists: Jacqueline Brand, violin  
Daniel Charles Huff, tenor  
Donna Stoering, piano

3:15- 4:45 *Concurrent Sessions*

I.—Regional/Metropolitan Orchestra Managers (closed)

"The Common Denominator"—Lafayette Room  
Chairman: Genevieve S. Fisher, Managing Director, Santa Barbara Symphony

II.—Community/Urban Orchestras  
"Problems and Solutions"—Regency Room  
Chairman: Ila Winterbourne, Manager, Ventura County Symphony

III.—Chamber Orchestras—Outer Terrace Room  
Chairman: John Farrer, Music Director and Conductor, Kern Philharmonic  
Panelists: Roger Clark, Managing Director, California Chamber Symphony  
David Meblin, Executive Director, San Francisco Chamber Orchestra  
Richard Zellner, Director of Development, Los Angeles Chamber Orchestra

IV.—Youth Orchestras—Town House Room  
Chairman: Milah Wermer, President, American Youth Symphony

Treasurer  
L.A. Philharmonic

## FRIDAY, SEPTEMBER 5, (Continued)

Panelists: Ethel London, Music Director,  
Oakland Youth Symphony  
Mehli Mehta, Music Director, American  
Youth Symphony  
Tom Osborn, Music Director, Conductor  
CSU Northridge Youth Orchestra  
John Strickler, San Gabriel Valley Junior  
Symphony

V.—Summer Music Festivals—San Gabriel  
Room

Chairman: Stewart Comer, General Man-  
ager, Fresno Philharmonic Orchestra

Panelists: Barbara Beerstein, Manager,  
Cabrillo Music Festival  
Janet Eswein, Festival Secretary, Carmel  
Bach Festival

James Reeves, General Manager, Eugene  
Symphony and Sunriver Music Festival  
Clifton Swanson, Music Director, San Luis  
Obispo Mozart Festival

6:00- 7:00 CAMI Cocktail Party—Lawn  
Columbia Artists Management Inc.  
Host: Andrew Grossman, Vice President,  
Director of Sales

*Evening on the Town*

## SATURDAY, SEPTEMBER 6, 1980

8:30- 5:00 Registration—Lobby

8:30 a.m. *Welcome*—Regency Room  
Host: Sue Dewar, President, ACSO

9:00-10:30 *General Session*—Regency Room  
“Funding”

Chairman: John Connell, President,  
Michael J. Connell Foundation; Board  
Member Los Angeles Philharmonic Assn.  
Panelists: William Lambert, Director of  
Governmental Relations, United Teachers  
of Los Angeles  
Edward F. Truschke, Vice President and  
Executive Director, Bankamerica  
Foundation.  
Esther Wachtell, Board Member, Perform-  
ing Arts Council

## SATURDAY, SEPTEMBER 6 (Continued)

10:45-12:00 *Concurrent Sessions*

I—“Good Vibrations—Music for Healing”—  
Lafayette Room

Chairman: Orrin Howard, Director of Publi-  
cations and Archives, Los Angeles Phil-  
harmonic.

Panelists: Richard J. Bing, M.D.,  
Professor of Medicine, USC

Louis Jollyon West, M.D., Professor and  
Chairman, Dept. of Psychiatry, UCLA

II—“Marketing in the Shadow of a Larger  
Orchestra”—Outer Terrace Room

Chairman: Richard Wright, General Man-  
ager, San Jose Symphony

Panelists: Dr. Grady Harp, President,  
Pasadena Symphony  
Betty Mulryan, President, Marin Symphony  
Dan Pavillard, Executive Director, Long  
Beach Symphony

III—“Volunteerism—New Decade: New Chal-  
lenges”—Town House Room

Chairman: Barbara Schaaf, ACSO Chair-  
man of Volunteer Auxiliaries

12:00- 2:00 *Keyboard Luncheon*—Regency  
Room

Chairman: Don Jones, Manager—Educa-  
tion, Arts, Institutional Advertising, Chev-  
ron USA; Past President, ACSO

Guest Speaker: John Green, Composer  
and Conductor

2:30- 3:15 *General Session*—Regency Room

“Does the Symphony Orchestra Have a  
Responsibility to the Composer and  
Contemporary Music?”

Chairman: Michael Walsh, Music Critic,  
San Francisco Examiner

Panelists: Denis de Coteau, Conductor,  
San Francisco Ballet Orchestra  
John Green, Composer and Conductor

• PLEASE BE PROMPT FOR BUS  
DEPARTURES

## SATURDAY, SEPTEMBER 6 (Continued)

Bill Kraft, Composer and Conductor,  
Member Los Angeles Philharmonic  
Daniel Lewis, Music Director, Pasadena  
Symphony  
Lawrence Morton, Adjunct Curator of Mu-  
sic, Los Angeles County Museum of Art;  
Past Director, Ojai Festival; Past Direct-  
or, Monday Evening Concerts

### 3:30- 4:30 *Concurrent Sessions*

I.—“Arts Advocacy—How It’s Done”—  
Lafayette Room

Chairman: Mary Brady, Legislative Co-  
ordinator, Los Angeles Philharmonic  
Affiliates

Panelists: Lani Lattin Duke, Executive  
Director, California Confederation of the  
Arts

Joanne Kozberg, Co-chairman, Music  
Center Government Relations Committee  
of the Performing Arts Council

Marl Young, Chairman, California Arts  
Council

II.—“How to Buy Talent”—Town House Room

Chairman: Robert Harth, General  
Manager, Los Angeles Philharmonic  
Association

Panelists: Andrew Grossman, Vice Presi-  
dent, Director of Sales, Columbia Artists  
Management, Inc.

Allan Lokos, President, Royal Artists Man-  
agement, Inc.

Dan Pavillard, Executive Director, Long  
Beach Symphony

III.—“Minority Training Programs”—Outer  
Terrace Room

Chairman: Joe Westmoreland, Minority  
Training Coordinator, Los Angeles Phil-  
harmonic Association

Panelists: Mario Guarneri, Irving Man-  
ning, and Frederick Tinsley, Los Angeles  
Philharmonic

Robin Moore and Anthony Garcia, Los  
Angeles Philharmonic Training Program  
Orchestral Training Program Ensembles

6:00 p.m.—*Bus to Hollywood Bowl*  
Meet at Commonwealth Entrance

## SATURDAY, SEPTEMBER 6 (Continued)

7:00 p.m.—*Picnic Supper at the Bowl*—Areas  
#10 and 11

8:30 p.m.—*An Evening With Henry Mancini*—  
*Hollywood Bowl*  
Los Angeles Philharmonic  
Henry Mancini, conductor

## SUNDAY, SEPTEMBER 7, 1980

9:00 a.m.—*Welcome*—Regency Room  
Host: Kay Stoeber, Chairman 1980 ACSO  
Conference

9:10- 9:45 —“*A. S. O. L. Update*”—Regency  
Room

Chairman: Karney Hodge, Immediate  
Past Chairman, American Symphony  
Orchestra League

9:45-10:45 —*Statewide Discipline Organiza-  
tions*—Regency Room  
“Where We’re Going and What We Can Do  
Together”

Chairman: Sue Dewar, President, ACSO  
Panelists: Patrick Ela, California Associa-  
tion of Museums

Dr. Charles L. Freebern, Dept. of Music,  
San Diego Unified School District, Cali-  
fornia Music Educators Association

Dr. Richard E. LeBlond, Jr., President &  
Chief Operations Officer, San Francisco  
Ballet, California Association of Dance  
Companies

Peg Yorkin, President & Producing Director,  
Free Public Theatre Foundation, Califor-  
nia Theatre Council

11:00-12:00 —*ACSO Annual Meeting*—  
Regency Room  
Sue Dewar, President

12:00- 1:00 —*ACSO Board Meeting*—Outer  
Terrace Room



• **BE SURE TO VISIT OUR EXHIBITORS  
IN THE VISCOUNT ROOM**

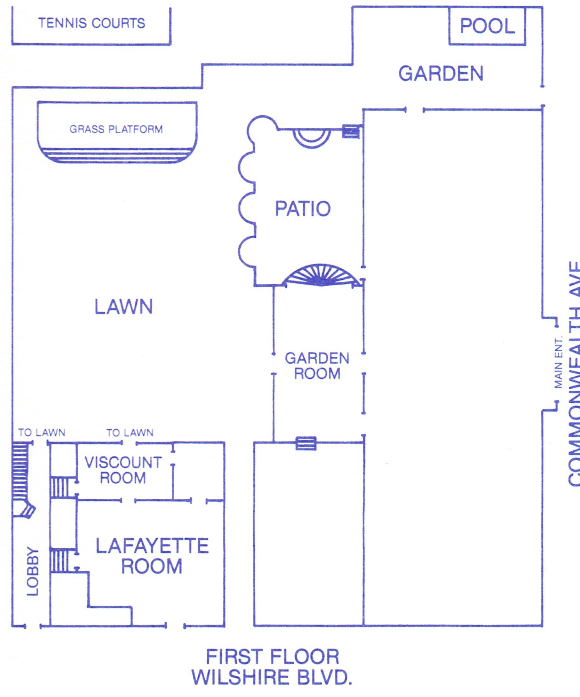
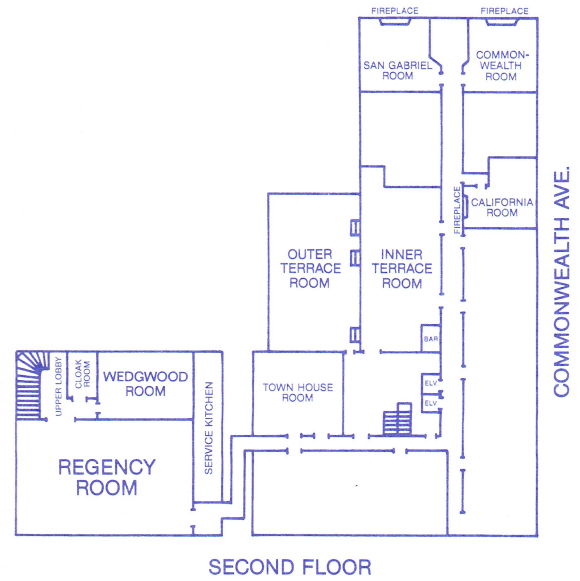


# ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS 1979 - 80 Board of Directors

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- John Mortarotti, Master Sinfonia Chamber Orchestra *VP Communication*
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Sheraton-Town House, Los Angeles, California

