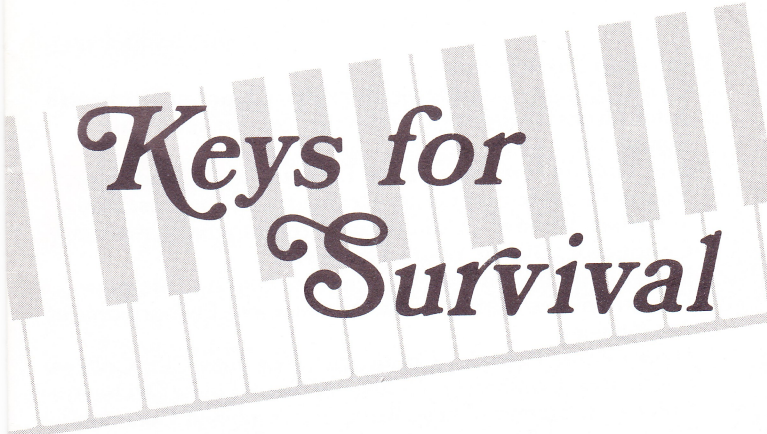


Association of California Symphony Orchestras
13th Annual Conference



*Keys for
Survival*

August 13-16, 1981
Mills College, Oakland

A.C.S.O. CONDUCTORS WORKSHOP

AUGUST 13 - 16, 1981

Mills College, Music Building

Master Teacher: Daniel Lewis, Conductor and Music Director, Pasadena Symphony; Conductor, U.S.C. Symphony; Director, Graduate Studies Program in Conducting, U.S.C.

Working Orchestra: Present and former members of the Oakland Symphony Youth Orchestra, Kent Nagano, Conductor

Workshop Coordinator: John Mortarotti

The following sessions are open to the public:

Thursday	1:00 - 4:00 p.m.
Friday	8:30 - 10:45 a.m.
	1:30 - 4:30 p.m.
Saturday	1:00 - 4:00 p.m.
	7:00 - 10:00 p.m.

Workshop Participants

Carl O. Bangs - Conductor, Berkeley Chamber Orchestra
John Larry Granger - Conductor, Southeast Youth Symphony

Eric Eugene Hanson - Music Director and Conductor, Young Peoples Symphony Orchestra of the East Bay
Jonathan Khuner - Conductor, Prometheus Symphony; Conductor, Diablo Youth Orchestra

Masatoshi Mitsumoto - Conductor, Laguna Chamber Orchersta; Associate Conductor, Japanese Philharmonic of Los Angeles

Henry Peter Rosack - Conductor, San Jose City College Orchestra; Conductor, College of Notre Dame Orchestra
Frances J. Steiner - Music Director, Combined Community Orchestra of Carson and Dominguez Hills University Orchestras

Elise Unruh - Conductor, Santa Barbara Youth Symphony

Auditors

Greg Angeloni - Instrumental Music Director, San Leandro High School

Ross Bergantz - Conductor, West Valley Symphony

Leopold Cichocki - Director, High Desert Symphony

Mark Doerner - former Music Director, Camarillo Community Orchestra

Christine Lemmon - Graduate Student Conductor, San Jose State University Symphonic Wind Ensemble; Conductor, Saratoga High School

Anthony Mazzaferro - Director of Orchestra and Bands, Northgate High School.

David Soss - Associate Conductor, Contra Costa Youth Symphony

Larry Sutherland - Director of Bands, California State University at Fresno; Musical Director, Tulare County Symphony

A.C.S.O. CONFERENCE SCHEDULE

THURSDAY, AUGUST 13

12:00-4:30 - CONFERENCE REGISTRATION - *Lucie Stern*

2:00-3:00 - OPENING SESSION

Welcome - *Stern 107*

Stewart Comer: President of A.C.S.O.

Harold Lawrence: President and Executive Director, Oakland Symphony

"From the Conductor's Point of View"

Calvin Simmons: Music Director and Conductor, Oakland Symphony

3:00-4:30 - CONCURRENT SESSIONS

"Planning Ahead the Major Key for Survival"

Five Year Plans for Regional and Metropolitan Orchestras - *Stern 6*

*Harold Lawrence: President and Executive Director, Oakland Symphony

Five Year Plans for Community, Urban and Chamber Orchestras - *Stern 35*

"Blueprint for Security"

*Barbara Boudreaux: Marketing Director, Former Manager of the Sacramento Symphony

Fay Gartin: Manager, Modesto Symphony

Doreen Mauk: President, Sacramento Youth Symphony

Auxiliary Planning - *Stern 107*

"Supporting Sections Tune for the Future"

*Sandra Harvey: Immediate Past President, Livermore Amador Symphony Guild

Katherine Buchanan: Chairman Volunteer Council, San Francisco Symphony

Mary Culp: Executive Director, San Francisco Volunteer Bureau

James Dees: Partner, Samira Baroody Associates

* chairman

THURSDAY, AUGUST 13 (Continued)

8:00 CONCERT - OAKLAND SYMPHONY CHAMBER ORCHESTRA - Music Building

Kent Nagano conducting

Handel	Concerto Grosso, Op. 6 No. 6
Schubert	Incidental Music to Rosamunde
Mendelssohn	Symphony No. 4 in A Major, Op. 90 "Italian"

PRESIDENT'S RECEPTION FOLLOWING CONCERT
Oakland Symphony Guild serving

FRIDAY, AUGUST 14

8:30-4:30 CONFERENCE REGISTRATION - Lucie Stern

9:00-10:45 - GENERAL SESSION

"Where Will the Money Come from in the 80's - Federal, State, Business or ???" - Mills Meeting Room

*Don Jones: Manager of Education, Arts, Industrial Advertising, Programs/Chevron USA
Sandra Salyer: Director of Community Relations, Mervyn's Department Stores
Leonard Fleischer: Arts Programs Public Affairs Department, Exxon Corporation
Colburn S. Wilbur: Executive Director, The David and Lucile Packard Foundation
Ellyn Berk: Vice President, Ruder & Finn Fine Arts, New York

11:00-12:00 - YOUNG ARTISTS SHOWCASE - Music Building

*Mildred Goldstein
Nina Bodnar-Horton: Violin
David Burkhart: Trumpet
Mayumi Ohira: Violin
Judith Sandavol: Piano
Paul Perry: Accompanist

12:15-1:30 - LUNCH - College Green

Special Guest
Catherine French: Chief Executive Officer, American Symphony Orchestra League

* chairman

FRIDAY, AUGUST 14 (Continued)

1:30-3:00 - CONCURRENT SESSIONS

"Road to the Future - Planned Giving" - Stern 35

*Alfred G. Wardley: Consultant in Deferred Giving
Robert L. Hobson: Vice President, Bank of America, Trust Department
Glen A. Wardhaugh: Director Deferred Gifts Children's Hospital

"How to Raise Money and Influence People" - Stern 107

*Pam Lee: Past President, Stockton Symphony League
*Muriel Chimiklis: Past President, Stockton Symphony League
Betsy Squair Richanbach: Jr. Women's Committee, San Francisco Symphony - "It's a Trip"
Carolyn Salciccia: President, San Jose Symphony Auxiliary - Decorator Showcase
Phoebe Farnam: Fresno Symphony League - Fresno T.V. Auction
Jeanette Doxsee: President, Napa Valley Symphony League - Domino Tournament/Catering Service
Kathy Conley and Chi Chi Wood: Merced Symphony League - "Pops Goes 'Round the World"

"Unique Events for Fun and Profit" - Stern 101

*Richard Wright: General Manager, San Jose Symphony

3:15-4:45 - CONCURRENT SESSIONS

Meetings for all orchestra components according to category.

Regional/Metropolitan Orchestras - Stern 35

"Carrying Your Story to Your Community: P.P.P.R.A.M. Is Not a Railroad"

*Dan Pavillard: Executive Director, Long Beach Symphony

Community/Urban Orchestras - Stern 107

*Fay Gartin: General Manager, Modesto Symphony
Thelma Schultz: Marin Symphony
Pierce Carson: President, Board of Directors, Napa Valley Symphony
Norma Hatfield: President, Board of Directors, Livermore Amador Symphony

* chairman

FRIDAY, AUGUST 14 (Continued)

Chamber Orchestras - Stern 34

"A Round Table Discussion of our Successes and Problems"

*Marian Kohlstedt: Manager, Trinity Chamber Orchestra

*Merle Bowen: Conductor, Trinity Chamber Orchestra

Youth Orchestras - Stern 6

*Ethel London: Manager, Oakland Symphony Youth Orchestra

Richard Adams: Supervisor of Music, Oakland Public Schools

James Hogan: Executive Director, California Youth Orchestra

Vera Olmstead: Manager, Marin Youth Orchestra

Stewart Robertson: Conductor, San Jose Symphony Youth Orchestra

Music Festivals

*Barbara Beerstein: Manager, Cabrillo Music Festival

Stewart Comer: General Manager, Fresno Philharmonic

Joan Dwyer: Festival Administrator, San Luis Obispo Mozart Festival

Laurie MacDougall: formerly Associate Creative Director — Norman, Craig and Kummel, New York

3:15-4:45 - "FROM MAO TO MOZARD: ISSAC STERN IN CHINA," Presented by Harmony Film Group in - Mills Meeting Room

5:00-6:30 - DINNER - Founders Commons

6:00 - BUS TO SAN FRANCISCO - White Hall

7:00-8:00 - TOUR DAVIES SYMPHONY HALL
Guides: San Francisco Symphony Volunteer Council

8:00-9:00 - C.A.M.I. PARTY — WATTIS ROOM, DAVIES SYMPHONY HALL

Hosts: Columbia Artists Management, Inc.

Andrew S. Grossman: Vice President, Director of Sales

Robert Kay: Pacific Coast Representative

* chairman

SATURDAY, AUGUST 15

8:30 - 4:30 — CONFERENCE REGISTRATION - Lucie Stern

9:00-10:30 - CONCURRENT SESSIONS

"Especially for Conductors" - Stern 6

*Clifton Swanson: Conductor, San Luis Obispo Symphony

John Farrer: Conductor, Kern Philharmonic

Corrick Brown: Conductor, Santa Rosa Symphony

Kent Nagano, Assistant Conductor, Oakland Symphony

"Making Music for Children" - Stern 101

*Jerome Neff: Artistic Director, "Wee Pals" Concerts

Joan Hadley: Docent Chairman, Sacramento Symphony League

Morrie Turner: Cartoonist

Marilyn Mindell: Founder, Peninsula Arts for Youth Society for San Mateo County

"How the Board Relates" - Stern 107

*Betty Mulryan: Manager and Past President, Marin Symphony

Adrienne Morgan: Board Member, Pasadena Symphony

Nickolas Dibiaso: President, Fresno Philharmonic

D. R. Phillips: Member, Past President, Santa Barbara Symphony Association

"Working with the Arts Council" - Stern 35

*Sue Dewar: Past President and Legislative Chairman, A.C.S.O.

Marl Young: President, California Arts Council

William B. Cook: Director, California Arts Council

11:00-12:00 - GENERAL SESSION

"Section 504 - The Handicapped and You" - Music Building

Speaker - Ed Roberts: Director, Department of Rehabilitation, State of California

*James Dees: Partner, Samira Baroody Associates

12:30-2:30 - LUNCH - College Green

* chairman

SATURDAY, AUGUST 15 (Continued)

Donald Pippin: Musical Director of Pocket Opera Presents, "Opera for Dessert" - *Mills Meeting Room*

2:30-4:30 - CONCURRENT SESSIONS

"Selecting Literature for 'Successful' Orchestra Concerts - What Does This Mean in Programming 'Contemporary' Music?" - *Stern 100*

*John Mortarotti: Conductor, Coordinator
Conductors Workshop
Kent Nagano: Assistant Conductor Oakland Symphony, Music Director Berkeley Symphony
Andrew Imbrie: Composer, University of California at Berkeley
Charles Shere: Music Critic, **Oakland Tribune**
Michael Steinberg: Artistic Advisor, San Francisco Symphony

"Leadership Styles - Discover Yours" - *Stern 107*

*Kay Stoeber: Vice President, A.C.S.O.
Arthur Jacobus: General Manager, Oakland Symphony

"Marketing: How to Build and Diversify Your Audience" - *Stern 101*

*Ellie Mednick: Public Relations & Marketing Director, Marin Symphony
Anita S. Mocerri: Mocerri Public Relations
Tom O'Connor: Director of Marketing, San Francisco Opera
Joan Meister: Public Relations Coordinator, Stanford Lively Arts
Steve Spiro: Marketing Research, Store Audits

5:00-6:00 - NAPA VALLEY WINE TASTING

Outside Founders Commons
Napa Valley Symphony Association -
Marian Lindner, President
Wines by Robert Mondavi, Inglenook, Charles Krug and Christian Brothers
Cheese tasting by Marin French Cheese Company

5:00-6:30 - DINNER - *Founders Commons*

5:00-6:00 - WINE IN RESIDENCE HALL, - *Reinhardt*

5:00-6:30 - DINNER - *Founders Commons*

* chairman

SATURDAY, AUGUST 15 (Continued)

7:30-9:00 - "FROM MAO TO MOZART: ISSAC STERN IN CHINA," presented by Harmony Film Group - *Mills Meeting Room*

8:00 - CONDUCTORS WORKSHOP CONCERT
Music Building

9:30 - "MILLS MADNESS" - A Comic Review, - *Reinhardt Hall*

Directed by Ellie Mednick, Marin Symphony and Richard Wright, San Jose Symphony
B.Y.O.B.

SUNDAY, AUGUST 16

8:30-1:30 - CONFERENCE REGISTRATION -
Lucie Stern Hall

9:00-9:45 - "ASOL, NEA, CAC, ETC" - *Stern 100*
Dale Kobler: National Endowment of the Arts Regional Coordinator, Pacific States
Karney Hodge: Past Chairman, American Symphony Orchestra League
Sue Dewar: Legislative Chairman, A.C.S.O.

10:00-11:30 - "The Successful Symphony Orchestra - What Makes it Work?" - *Stern 100*

*Arthur Jacobus: General Manager, Oakland Symphony
Richard Wright: General Manager, San Jose Symphony
David Ramadanoff: Conductor
Jean Squair: Arts Administrator, Golden Gate University
Stuart Gronningen: Principal Horn, Oakland Symphony
Bauer E. Kramer and Alvin Ziegler: Board of Directors, Oakland Symphony

11:30-12:00 - A.C.S.O. ANNUAL MEETING

11:00-12:30 - LUNCH - *Founders Commons*

12:30 - A.C.S.O. JOINT BOARD MEETING -

* chairman

SPECIAL EXHIBITS

Lucie Stern Hall - Rooms 26 and 27
Gwen Erickson, Coordinator

A.C.S.O. Young Artists Showcase

Columbia Artists Managements, Inc.
Andrew S. Grossman, New York
Robert Kay, Los Angeles

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Tap Dance Concerto
Beverly Duncan, San Francisco

Young Concert Artists, Inc.
Nancy Wellman, New York

CONFERENCE CONTRIBUTORS

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Bert Kantor: Kentor's Discount Office Furniture &
Equipment, Inc., Oakland
J. Allen Bray
Oakland Convention and Visitors Bureau
San Francisco Symphony Volunteer Council
Oakland Symphony Staff and Guild
Mills College Conference Staff
Napa Valley Symphony Association
California Arts Council
David & Lucile Packard Foundation
Chevron, U.S.A.

In addition to the above, I would like to thank those who served as chairmen, panelists, and speakers during the conference, and the following people for their special pre-conference help: Adele Himes, Cindy Cutting, Judy Strellis, Kay Stoever, Sue Dewar, June Anderson, Dorothy Snow-Gordon, and Sally Sutherland, but most of all, THANKS TO YOU for attending, "Keys for Survival"!


Conference Chairman
1981

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