

INNOVATIVE

DIRECTIONS

CTIONS

22ND ANNUAL CONFERENCE TO LEAD ORCHESTRAS IN INNOVATIVE DIRECTIONS

HOSTED BY THE LONG BEACH SYMPHONY ORCHESTRA

ASSOCIATION OF CALIFORNIA SYMPHONY ORCHESTRAS

AUGUST 9-11, 1990

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Los Angeles Baroque Orchestra
CALIFORNIA TOURING ARTISTS ROSTER

22nd Annual Conference
To Lead Orchestras
in

Innovative Directions

Association of California
Symphony Orchestras

hosted by

Long Beach Symphony Orchestra
JoAnn Falletta, *Music Director*

August 9 - 11, 1990
Ramada Renaissance Hotel
Long Beach

FROM ACSO'S PRESIDENT



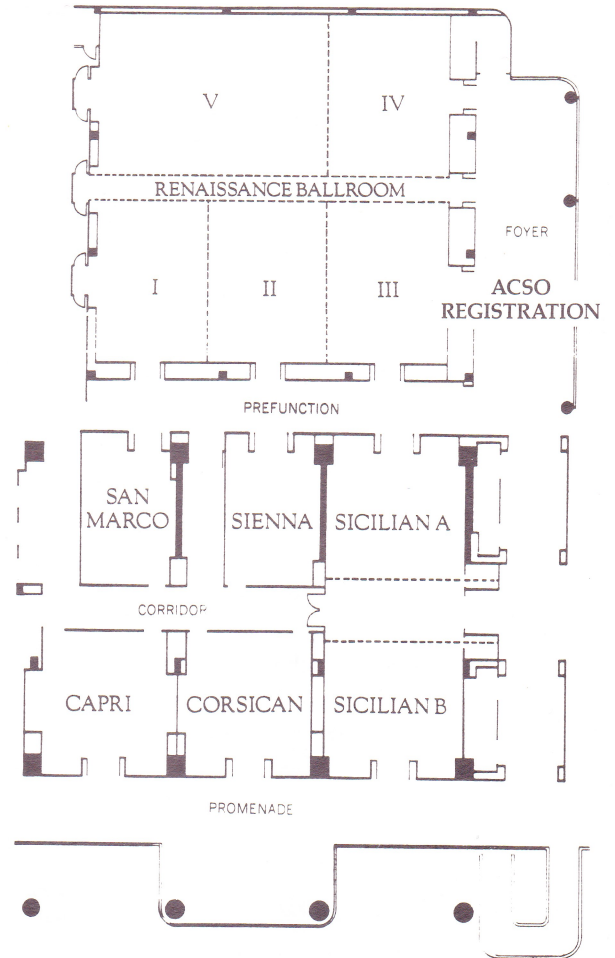
Dear Friends,

On behalf of the Board of Directors and staff, I welcome you to Long Beach and to ACSO's 22nd Annual Conference!

We have chosen the theme of "Innovative Directions" for the 1990 Conference as it seems to be the key, recurring phrase in all of our discussions about the challenges orchestras face in this last decade of the century. Our intent is to offer ideas and forums for debate at the Conference where we, as volunteers and professionals, can share concerns and . . . innovative ideas. Your participation in this process is vital, so I hope you will take the opportunity to "toot your own horn" so that we may all benefit from your success as well as raise the big issues for debate. Our seminars, speakers, and events promise to be particularly informative and enlightening — we hope you will agree.

Have a great time at the Conference!

Deborah Rutter



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Many thanks to the members of the ACSO Conference Committee and the staff and volunteers of the Long Beach Symphony for their time and commitment to this conference.

Conference Registration & Tickets:

Hours:	Thursday, August 9	7:30 am - 5:00 pm
	Friday, August 10	7:30 am - 5:00 pm
	Saturday, August 11	7:30 am - 12:00 pm

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

— foyer —

Message Board • Registration Desk • Orchestra Brochures
Artists Managers' Brochures & Rosters • Membership Desk

**PLEASE WEAR YOUR NAME BADGE
AT ALL TIMES**

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The Association of California Symphony Orchestras is supported in part by a grant from the California Arts Council.

Wednesday, August 8

4:00 pm - 7:00 pm **ACSO BOARD OF DIRECTORS**
Long Beach
Symphony Office
555 E. Ocean Blvd.,
Suite 106

7:30 pm - 8:30 pm **President's Reception**
(by invitation only)

Thursday, August 9

7:30 am - 5:00 pm **CONFERENCE REGISTRATION**
Foyer

8:00 am - 12:00 pm **PERSONAL DEVELOPMENT SEMINAR:**
Renaissance I



Joseph Truscott

Time Management, Priorities, Lack of Staff, Supervisory Training

Joseph Truscott, Director of Training,
American Symphony Orchestra League

av ✓

12:30 pm - 2:00 pm **OPENING GENERAL LUNCHEON**
Renaissance V

Host:

Henry Meyer, President, Long Beach
Symphony

Guest Speaker:

JoAnn Falletta, Music Director, Long
Beach Symphony
"The Opening of the American Mind"



JoAnn Falletta

2:30 pm - 4:30 pm **GENERAL SESSION**
Renaissance II, III

Innovative Case Studies: Roundtable discussions of creative ideas and success stories with an emphasis on practical solutions and examples.

Format: The case study leader will initiate and prepare agenda, but the discussion will be participatory.

TABLE #1

We have 19,000 School Children
Listening to Classical Music Every
Day!

Charles Barber, Music Education
Director, Santa Rosa Symphony

TABLE #2

Making Your Board a Sales Team
Douglas McLendon, CEO, San Jose
Symphony

TABLE #3

Bravo! A Successful Young Professionals' Affiliate
Annette Rocha, President, Long Beach Symphony Bravo!

TABLE #4

An Effective Corporate Sponsorship Program
Nancy Laturno, General Manager, Mainly Mozart Festival, San Diego

TABLE #5

Setting Up the Orchestra's First Music Library
Jim Medvitz, Director of Operations, Pacific Symphony

TABLE #6

Student Rehearsal Program
Priscilla Munson, Assistant Manager, Long Beach Symphony

TABLE #7

Arts Card
John Zorn, Marketing Director, San Jose Symphony

TABLE #8

A Concert in Your Honor . . .
Larry Balakian, Past President, Fresno Philharmonic

TABLE #9

Musicians Are Employees!
David Folsom-Jones, Executive Director, Santa Cruz Co. Symphony

TABLE #10

After the Fall: Chapter 7 Bankruptcy and Its Implications for the Future
Judith Lovell, Executive Director, Oakland East Bay Symphony

TABLE #11

New Angles in Telemarketing
John McElwee, Marketing Director, Pacific Symphony

TABLE #12

The Music Mobile
JoAnn Fuerbringer, Education Coordinator, Orange County Philharmonic Society
Marilynn Manderscheid, Youth Programs Assistant Chair, Orange County Philharmonic Society

TABLE #13

Using A Professional Search Firm To Hire A Conductor
Grace Hughes, President, Marin Symphony

6:00 pm

**WELCOME!
RECEPTION AND JAZZ CONCERT**

Birdland West Jazz Club

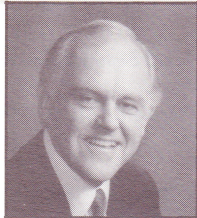
105 W. Broadway & Pine
(within walking distance)

Hosted by the Long Beach Symphony Association

Don't miss the display of our orchestras' brochures, posters and other promotional materials in the foyer.

7:30 am - 5:00 pm CONFERENCE REGISTRATION
Foyer

8:30 am - 9:45 am BREAKFAST
Renaissance V

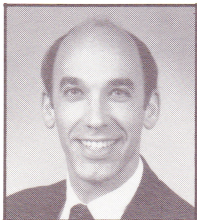


Henry T. Segerstrom

Host:
Erich Vollmer, Executive Director, Orange County Philharmonic Society

Guest Speaker:
Henry T. Segerstrom, Founding Chairman, Orange County Performing Arts Center and Managing Partner, C. J. Segerstrom & Sons

10:00 am - 4:00 pm TRUSTEE'S DAY AV
Sicilian



Larry H. Slesinger

Host:
Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

Facilitator:
Larry H. Slesinger, Deputy Director, National Center for Nonprofit Boards

10:00 am - 11:15 am TICKET SALES CAMPAIGN:
Professionals and Volunteers Working Together
Renaissance I

Moderator:
George Sebastian, Marketing Director, Los Angeles Chamber Orchestra

Panelists:
Audrey Baird, Director of Audience Development, Milwaukee Symphony
Jackie Durham, Membership Coordinator, Los Angeles Chamber Orchestra
Ann Giesler, Coordinator for Volunteer Activities, Los Angeles Philharmonic Affiliates

Renaissance II

ARTISTIC POLICY IN PROGRAMMING:
The Roles of the Music Director, Executive Director and Trustee

Host:
Denis de Coteau, Music Director, San Francisco Ballet

Panelists:
Ray Bisso, Artistic Policy Committee Chair, Long Beach Symphony

JoAnn Falletta, Music Director, Long Beach Symphony

Deborah Rutter, Executive Director, Los Angeles Chamber Orchestra

11:30 am - 12:30 pm PEER FORUMS FOR STAFF AND VOLUNTEERS
Renaissance IV

FORUMS FOR STAFF AND VOLUNTEERS

Forums are for both staff and volunteers for like size orchestras

Coordinator:
Karine Beesley, Executive Director, Ventura County Symphony

- **Development Directors**
Ken Goldman, Director of Development, Pacific Symphony

- **Marketing Directors**
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- **Symphony League/Guild Members**
Pam Lee, Board of Directors, Stockton Symphony
Ann Vander Ende, President, Philharmonia Baroque Orchestra
- **Box Office Managers**
Aaron Egigian, Ticket Sales Manager, Orange County Performing Arts Center

12:30 pm - 1:30 pm **LUNCH ON YOUR OWN**

Renaissance II **TRUSTEES' LUNCH AT HOTEL**

VOLUNTEERS:
Dutch Treat Lunch with Audrey Baird
(Sign up at Registration Desk)

1:30 pm - 3:00 pm **WHAT IS A BOARD RETREAT?**
Renaissance I

Host:
Louis G. Spisto, Executive Director, Pacific Symphony

AV
Overhead

Speaker:
Warren Riley, Management Consultant

Renaissance II **FILL YOUR SEATS!**
Audience Development and Retention

Moderator:
Erich Vollmer, Executive Director, Orange County Philharmonic Society

- Panelists:**
- Charles Barber, Music Education Director, Santa Rosa Symphony*
 - Audrey Baird, Director of Audience Development, Milwaukee Symphony*
 - Sharon Bolser, Director of Marketing, San Diego Symphony*
 - Carol Heywood, Director of Marketing & Communications, Orange County Philharmonic Society*
 - Steve Lang, Founding President, Long Beach Symphony Bravo!*

3:15 pm - 4:30 pm **CRISIS MANAGEMENT:**
Renaissance IV **Avoiding The Worst That Can Happen, But Dealing With It If It Does**

AV
Overhead

Host:
Larry Balakian, Past President, Fresno Philharmonic

Speaker:
Lovetta Kramer, Kramer Communications

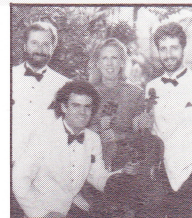
Renaissance III **TALKING TO THE PRESS:**
How To Get The Right Publicity

Host:
Justin McCarthy, Marketing Director, Long Beach Symphony

Speaker:
Vick Knight, Jr., Artisan Associates

5:00 pm - 5:30 pm **Board Shuttle Buses to the Queen Mary**

6:00 pm **AN EVENING ABOARD THE QUEEN MARY**



The Angeles Quartet

Cocktails, Dinner, Concert, Fireworks

The Angeles Quartet

Wine Courtesy of Robert Mondavi Winery, Napa Valley

Saturday, August 11

Saturday, August 11 *continued*

7:30 am - 12:00 pm
Foyer

CONFERENCE REGISTRATION

No show

8:00 am - 9:00 am
Sicilian

ACSO ANNUAL MEETING

AV

9:00 am - 10:30 am
Renaissance I

RECRUITING YOUR BOARD
OF DIRECTORS

*AV
help*

Moderator:

*Larry H. Slesinger, Deputy Director,
National Center for Nonprofit Boards*

Panelists:

*J. Stuart Fishler, Jr., Board of Directors,
Los Angeles Chamber Orchestra*

*G. Michael Gehret, Development
Director, San Francisco Symphony*

*Henry Meyer, President, Long Beach
Symphony*

Renaissance II

VOLUNTEERS DO IT WITH
FANFARE, FUN AND FLAIR

Host:

*Ann Vander Ende, President,
Philharmonia Baroque*

Speaker:

*Audrey Baird, Director of Audience
Development, Milwaukee Symphony*

Renaissance III

MAKING YOUR CASE: How
Government, Corporate & Foundation
Funders Look At Your Grant Proposals

Moderator:

*Elliot Klein, Development Director,
Opera San Jose*

Panelists:

*Jan McElwee, Director of Community
Affairs, Carter Hawley Hale*

*John Orders, Program Officer, The
James Irvine Foundation*

*Carl Stone, Director, Meet The
Composer/California, former California
Arts Council Music Panelist*

*Romalyn Tilghman, Regional
Representative, National Endowment for
the Arts*

10:45 am - 12:15 pm
Renaissance II

FUND RAISING:
Identifying, Cultivating and Soliciting
Individual Donors

Speakers:

*G. Michael Gehret, Development
Director, San Francisco Symphony*

*Jennifer F. Diener, V.P./Development,
Board of Directors, Los Angeles
Chamber Orchestra*

Sicilian

ALL IN THE FAMILY:
Building Positive Relations Between
Volunteers, Trustees and Staff

Moderator:

*Pauline Fisher, General Manager, Santa
Rosa Symphony*

Panelists:

*Audrey Baird, Director Audience
Development, Milwaukee Symphony,
ASOL Volunteer Council*

*Larry Balakian, Past President, Fresno
Philharmonic*

*Pat Lijewski, President, San Diego
Symphony Auxiliary*

*Louis G. Spisto, Executive Director,
Pacific Symphony*

*Sally Tilden, Volunteer Coordinator,
Long Beach Symphony*

Renaissance I

ADVOCACY AND MUNICIPAL
FUNDING:

A Campaign for Local Government
Support

Moderator:

*Richard Boje, Past President,
Sacramento Symphony*

*Susan Cayer, Director of Government
Relations, Los Angeles Music Center*

*Barbara Goldstein, Planning
Coordinator, City of Los Angeles
Cultural Affairs Department*

*Irene Klug Nielsen, General Manager,
Fresno Philharmonic*

12:30 pm - 2:00 pm
Renaissance IV

LUNCHEON



Lynn Harrell

Host:

JoAnn Falletta, Music Director, Long Beach Symphony

Guest Speaker:

Lynn Harrell, Cellist and Artistic Director, Los Angeles Philharmonic Institute

2:15 pm - 3:30 pm
Sicilian

**FIRING LINE:
Cultural Diversity**

Moderator:

Hope Tschopik, Arts Management Consultant

Panelists:

Ara Guzelimian, Artistic Administrator, Los Angeles Philharmonic

C. Bernard Jackson, Executive Director, Inner City Cultural Center

Joanne Kozberg, Chair, California Arts Council; Vice Chair, Los Angeles Music Center

Renaissance II

BUDGETING FOR NONPROFITS

Host:

Betty Fingold, Financial Analyst, San Francisco Symphony

Speaker:

Mark Anderson, Executive Director, ARTS, Inc

Renaissance III

DATA MANAGEMENT:

Creating & Managing A Data Base For Today and Planning For Tomorrow

AV Overhead

A practical approach to data management for even the smallest orchestras

Host:

John McElwee, Director of Marketing, Pacific Symphony

Richard Fassione, Information Services Manager, City of Brea; Independent Computer Systems Consultant

Renaissance I

SYMPHONY GUILD NOTABLE EVENTS

Innovative projects presented by several guilds and leagues.

Moderator:

Pam Lee, Board of Directors, Stockton Symphony

Speakers:

- "Circus Gala Fantastique"
Carolyn Boje, Chairman, Sacramento Symphony League
- "Secret Gardens of the Napa Valley"
Beverly Bagley, Past President, Napa Valley Symphony League
- "Symphony of Trees"
Crickett Handler, Executive Director, San Luis Obispo Co. Symphony
- "Bingo!"
Kelly Johnson, Executive Director, Berkeley Symphony

3:30 pm - 4:30 pm
Renaissance IV

PEER FORUMS

Coordinator:

Karine Beesley, Executive Director, Ventura County Symphony

5:00 pm - 5:30 pm

Board Buses to Hollywood Bowl

PICNIC DINNER AND HOLLYWOOD BOWL

Many thanks to

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1989 - 90

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Gilbert Reese, Cello
Virginia Sircy, Piano**

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The New York Times



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Diana Kacso, piano
Nina Kennedy, piano
Mina Miller, piano
Míceál O'Rourke, piano
Mary Sadovnikoff, fortepiano

Strings

*Margaret Batjer, violin
Nancy Green, cello
Chin Kim, violin
Ora Shiran, violin
Hans Roelofsen & Rudolf Senn
Dutch double bass duo
Maurice Sklar, violin
Ruth Waterman, violin

Winds

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Jackie Cain & Roy Kral

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