

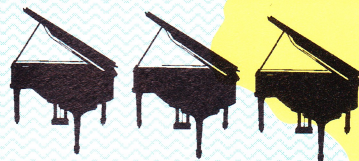
THE NEW CALIFORNIA: A CAPITAL VISION

Hosted by the
Sacramento Symphony

ASSOCIATION OF

CALIFORNIA

SYMPHONY ORCHESTRAS



TWENTY-FOURTH ANNUAL
AUGUST 20-22
CONFERENCE

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Susan Gundunas, soprano

Las Vegas Symphony

Kerry O'Brien, soprano

San Diego Symphony

Sylvia Wen, soprano

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Martha Jane Weaver, mezzo

Nevada Symphony

Melody Rossi, mezzo

Glendale Symphony

Bruce Johnson, tenor

Phoenix Symphony

Beau Palmer, tenor

Pacific Chorale

Dale Morehouse, baritone

Ventura County Symphony

Martin Wright, baritone

Master Chorale of Orange County

Kevin Bell, bass

Los Angeles Master Chorale

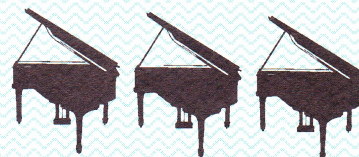
24TH ANNUAL CONFERENCE

THE
NEW
CALIFORNIA:
A CAPITAL VISION ★

ASSOCIATION OF

CALIFORNIA

SYMPHONY ORCHESTRAS



August 20 - 22, 1992

Hyatt Regency at Capitol Park
Sacramento

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PIANISTS

Bruce Brubaker
Babette Hierholzer
Masanobu Ikemiya
Diana Kacso
Mina Miller
Míceál O'Rourke
Rita Sloan

STRINGS, WINDS, PERCUSSION

Margaret Batjer, violin
Nancy Green, cello
Chin Kim, violin
Raffaello Orlando, clarinet
Mutsuko Taneya, marimba
Ruth Waterman, violin
Hans Roelofsen & Rudolf Senn,
double bass duo

CHAMBER MUSIC

Barbican Piano Trio
Charleston String Quartet
Coull String Quartet
Starr-Kim-Boekheler Trio

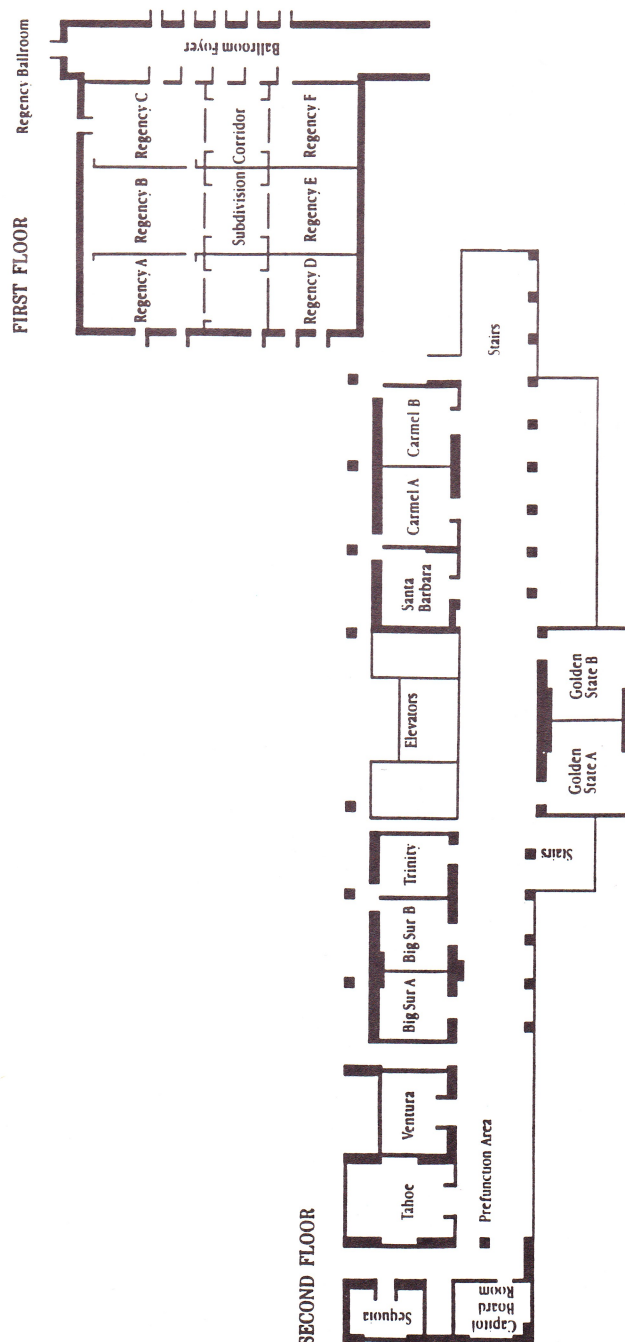
SPECIAL ATTRACTIONS

Jackie Cain & Roy Kral, jazz vocalists
The Martins, family programs
The Nietzsche Project

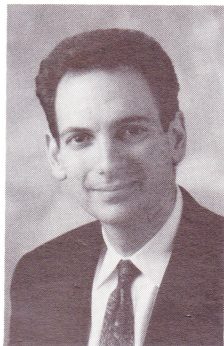
CONDUCTORS

Michael Bartos
Gisèle Ben-Dor
Eduardo Östergren
Walter Proost
Yuval Zaliouk

714 Ladd Road, Bronx, New York 10471
(212) 549-5687 Fax (212) 548-4313



FROM ACSO'S PRESIDENT



Dear Colleague:

On behalf of the Board of Director's of ACSO, it is my pleasure to welcome you to The New California: A Capital Vision. We believe that the major themes of this conference - music education and advocacy - have never been more timely issues for us to

discuss, examine, and finally, do something about.

ACSO believes that we all make a profound difference in the future of this troubled state by working together to make our orchestra music a vital part of the lives of those who call California home. It's never been more difficult, or more important, to keep focused, and to keep the belief that our music matters.

We must begin to change, that is inevitable. But it is through change and growth that we will find our strengths and our reason to be a part of The New California.

We hope you find value in your experience with your colleagues this weekend and we look forward to hearing of your orchestra's success in the years ahead.

Louis G. Spisto, President

**JACQUES
LEISER
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THE 1993-1994
SEASON**

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Pianists

LAZAR BERMAN ▲
IDIL BIRET ▲●
FREDERIC CHIU ▲
ANNIE FISCHER ▲
TATIANA NIKOLAEVA ▲
PHILIP THOMSON +
OXANA YABLONSKAYA**

Violinists

AARON ROSAND ▲●
UTO UGHI ▲

Guitarist

DAVID RICHTER** +

Conductor

DAVID AMOS**

Composer-Pianist

RODION SHCHEDRIN*▲●■

Lecturers

HAROLD C. SCHONBERG ▲■
ALAN WALKER ▲

* First season with JLAM
▲ United States, Canada
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+ World Management
■ Various Countries

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SYMPHONY ORCHESTRAS

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*Columbia Artists Management, Inc. for sponsoring the
opening luncheon on Thursday, August 20.*



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FROM THE CONFERENCE CHAIR



Dear Delegate:

On behalf of the Conference Committee, I'd like to welcome you to the 24th Annual ACSO Conference, *The New California: A Capital Vision*. We've put together a conference packed with pertinent information and strategies for the future.

A conference is made possible only because of the determination and commitment of a large number of people. To all of you who coordinated the sessions, were successful in developing exciting agendas and to those of you who offered creative solutions when my brain was mush, THANK YOU! Thanks are especially due to ACSO's executive director Kris Saslow, who not only kept us on a rigorous timeline, but also found the time to continue offering advice and solace to those whose orchestras are in serious trouble.

This ACSO Conference is alive and well because of the commitment of all the orchestras in our State; your well-being is important to the industry, and we're grateful for your support.

Karine Beesley, Conference Chair

“an artist of such high achievement belongs in the front rank of american pianists”



Robert C. Marsh,
Chicago Sun-Times,
13 April 1992,
Orchestra Hall

**richard
FIELDS**



paul goldberg president
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1992 ACSO CONFERENCE



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Karine Beesley, *Executive Director*,
Ventura County Symphony
Robert Walker, *Executive Director*,
Sacramento Symphony

Conference Committee

Judy Butz, Sacramento Symphony League
Pat Franks, Sacramento Symphony League
Ken Larson, California Confederation for the Arts
Sharon C. McNalley, Los Angeles Chamber Orchestra

On-Site Coordinator

Barbara Bogue, *Administrative Assistant*, ACSO

Registration Coordinator

Natalie Duke, Sacramento Symphony League,
American Cancer Society

Many thanks to the members of the ACSO Conference Committee, the ACSO Board of Directors and the staff and volunteers of the Sacramento Symphony Orchestra and League.

CONFERENCE REGISTRATION & TICKETS:

| | |
|-----------------------------------|--------------------|
| Hours: Thursday, August 20 | 7:30 am - 5:00 pm |
| Friday, August 21 | 7:30 am - 5:00 pm |
| Saturday, August 22 | 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.

- Tahoe Resource Room -

Orchestra Brochures · Artist Manager Brochures and Rosters · Computer Information · Women Composer Scores and Tapes · Orchestra Boutique

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

1991 - 92 CONTRIBUTORS



The Association of California Symphony Orchestras gratefully acknowledges the support of its many good friends whose contributions help ACSO to continue its service to the orchestra community.

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California Arts Council
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The James Irvine Foundation
The David and Lucile Packard Foundation

Conference Sponsors

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Los Angeles Chamber Orchestra
Los Angeles Chamber Orchestra
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Orange County Philharmonic Society

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Long Beach Symphony
San Diego Chamber Orchestra
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Gifts \$60 - \$149

Miriam Abrams
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Los Angeles Chamber Orchestra
California Symphony
Pacific Symphony Orchestra
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San Luis Early Music Consort
Livermore - Amador Symphony
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Santa Rosa Symphony League
Stockton Symphony
Fresno Philharmonic
Glendale Symphony
George Mattingly Design
Fresno Philharmonic
Los Angeles Chamber Orchestra

GIFTS \$41 - \$59

San Francisco Symphony
Fresno Philharmonic
Santa Rosa Symphony
Malibu Music Festival Orchestra
Los Angeles Chamber Orchestra
Renaissance Orchestra & Chorus
Fremont- Newark Philharmonic
Beverly Hills
Pacific Symphony Orchestra
Fresno Philharmonic
Burlingame String Chamber
Sacramento Symphony
San Diego Chamber Orchestra
Santa Rosa Symphony
Los Angeles Mozart
Downey Symphony
Music In The Mountains
Ventura County Symphony
Fresno Philharmonic
Fremont- Newark Philharmonic
Antelope Valley Symphony
Pasadena Young Musicians' Orchestra
San Francisco
Santa Barbara Civic Light Opera

Greetings to
The Association Of California Symphony Orchestras
 from

James Dapogny's Chicago Jazz Band

Butch Thompson, classic jazz piano

The Chenille Sisters

Banu Gibson and her band,

The Jim Cullum Jazz Band

Carla Connors, soprano

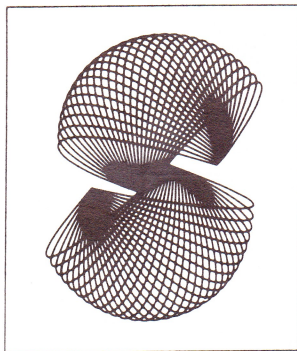
Jeremy Cohen, jazz violin

Michael Whitcombe, alto saxophone

Michael Ruszczynski, composer

The Prism Quartet, saxophone & midi ensemble

■ Donna Zajonc Management 313-662-9137



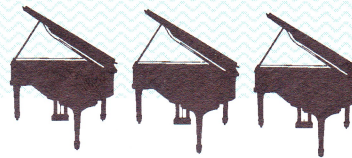
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SELDY CRAMER SPEERS
 Vice President



THURSDAY, AUGUST 20

7:30 AM-5:00 PM

CONFERENCE
 REGISTRATION
 Mezzanine

8:30 AM-10:00 AM

Regency C

PEER FORUMS

Informal discussion groups for staff and volunteers of like-sized orchestras.

Coordinator: **Cricket Handler**, Executive Director, San Luis Obispo County Symphony

Table #1 **Managers/Orchestras with budgets to \$250,000 A-L**
Amy Iwano, Executive Director, Japan America Symphony

Table #2 **Managers/Orchestras with budgets to \$250,000 M-Z**
Margery Cohen, Executive Director, Pasadena Pops

Table #3 **Managers/Orchestras with budgets of \$250,000 - \$500,000**
Helen Norton, General Manager, Riverside County Philharmonic

Table #4 **Managers/Orchestras with budgets of \$500,000 - \$1,000,000**
Jennifer Duston, Executive Director, Marin Symphony

Table #5 **Managers/Orchestras with budgets over \$1,000,000**
Louis G. Spisto, Executive Director, Pacific Symphony Orchestra

Table #6 **Managers/Directors of Colleges & University Orchestras**
Lawrence Kohl, Music Director, Ohlone College Symphony

Table #7 **Managers/Directors of Youth Orchestras**
Michael Neumann, Music Director, Sacramento Youth Orchestra & Academy of Music

Table #8 **Managers/Music Festivals**
Terry Brown, Executive Director, Music in the Mountains

Table #9 **Development Directors**
Randy Sunday, Development Director, Santa Barbara Symphony

- Table #10** **Marketing Directors**
George Sebastian, Marketing Director,
Los Angeles Chamber Orchestra
- Table #11** **Operations & Assistant Managers**
Carol Handelman, Manager,
Philharmonia Baroque Orchestra
- Table #12** **Trustees**
- Table #13** **Volunteers**
Judy Payne Butz, President,
Sacramento Symphony League

10:15 AM - 11:45 AM
Regency C

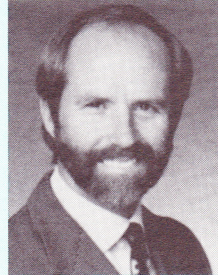
**3RD ANNUAL INNOVATIVE
CASE STUDIES**

Round table discussions of creative ideas and success stories with an emphasis on practical solutions and examples.

- Coordinator:** **Peggy Duly, President,**
Mainly Mozart Festival
- Table #1** **Radio/TV Preview Programs**
Karen Dean, General Manager,
Sacramento Symphony
- Table #2** **Software for Development
Departments**
Ken Goldman, Director of Development,
Pacific Symphony Orchestra;
Wally Dunning, General Partner,
Platform Computer Support
- Table #3** **Starting a Music Academy**
Michael Neumann, Music Director,
Sacramento Youth Orchestra &
Academy of Music
- Table #4** **Out-of-Town Ticket Sales**
Nancy Laturno, General Manager,
Mainly Mozart Festival
- Table #5** **Planned Giving Ideas**
Edward Duke, Ph.D., CFP
- Table #6** **Formats for Pre-Concert Lectures**
Frank Plash, Board Member,
Inland Empire Symphony
- Table #7** **CEO Party**
Douglas N. McLendon, CEO/President,
San Jose Symphony

- Table #8** **The ACSO Orchestra Survey**
George Boomer, CEO,
Boomer Enterprises, Inc.
- Table #9** **In-School Music Clinic**
James T. Medvitz, Director of Operations,
Pacific Symphony Orchestra
- Table #10** **Silent Movies**
Ted Roberts, Development Officer,
San Diego Symphony

12:00 PM - 1:30 PM
Regency E & F



OPENING GENERAL LUNCHEON
*sponsored by Columbia Artists
Management, Inc.*

Welcome: Mayor Anne Rudin,
City of Sacramento

Guest Speaker:

Michael Greene, President, National
Academy of Recording Arts and
Sciences

Mr. Greene has spent a lifetime in the entertainment and communications industries as a recording artist and producer; president of a recording studio; music publisher; CEO of one of the nation's first cable television advertising companies and first cable music channels; film and video producer; and, most recently, the executive vice president of one of the world's largest post-production corporations. Greene became the Academy's first full-time president in 1988. Issues such as censorship, arts and music education, intellectual property protection, and more, have been brought to the attention of the industry through NARAS.

THURSDAY, AUGUST 20

Piano

Alain Lefevre

"an extraordinary talent" *La Presse, Montreal*

Alexander Paley

"flawless performance" *Washington Post*

Menahem Pressler

"a rare musical intellect" *San Francisco Chronicle*

■ ■ ■

Flute

David Fedele

"most impressive debut" *New York Times*

■ ■ ■

Strings

Ernesto Bitetti GUITAR

"in the very top category of guitarists" *New York Times*

Steven Doane CELLO

"a master musician of astounding attainments"
San Francisco Chronicle

Hamao Fujiwara VIOLIN

"an international treasure" *Seattle Post-Intelligencer*

■ ■ ■

Pops Conductor

Mark Gould

"kept his audiences in thrall" *Los Angeles Times*



115 College Street, Burlington, Vermont 05401
(802) 658-2592 FAX: (802) 658-6089

2:30 PM-4:30 PM
Regency E & F

GENERAL SESSION

"MAKING OUR MUSIC MORE IMPORTANT: STRIKING THE RIGHT PARTNERSHIPS"

Moderator:

Robert Walker,
Executive Director, Sacramento Symphony

The Opening General Session will inspire you with visions of future partnerships, prepare you for your involvement in advocacy efforts, teach you how to deal with the vagaries of government funding, and suggest alternatives to big ticket expenditures for you to use to help keep our orchestras viable.

• **A Discussion and Examination of The Wolf Report**

Catherine French, *President,*
American Symphony Orchestra League

• **Orchestra/Artist Manager Partnerships**

Tim Fox, *Vice President,*
Columbia Artists Management, Inc.

• **Advocacy Campaigns that Worked: Tales from the Trenches**

Larry R. Larson, *Consultant; formerly*
Grants Program Director, Wisconsin
Arts Board; Grants Programs Director,
CAC

• **California's Arts Agenda for the 90s**

Joanne Kozberg, *Director,*
California Arts Council

4:45 PM

Meet in front of the hotel on the L Street side to walk to the Capitol

5:00 PM

TOUR OF THE CAPITOL

6:00 PM

Reception on the East side of the Capitol Steps with your Legislators. Music by "The Derby Club Band" with Senator Henry Mello

7:00 PM

WELCOME RECEPTION AND CHAMBER MUSIC

The Sutter Club
1220 9th Street
(one block from Capitol)

Seung Un Ha, *piano*

Co-hosted by the Sacramento Symphony and Shaw Concerts, Inc.



CCS International

Yehuda Gilad
Conductor

Santa Barbara Chamber Orchestra
Heiichiro Ohyama, Music Director/Conductor

Arnold Steinhardt
Violin

Yizhak Schotten
Viola

Peter Rejto
Cello

Lincoln Mayorga
Piano

Jack Sanders
Guitar

David Shostac
Flute

Allan Vogel
Oboe

Michele Zukovsky
Clarinet

Frøydís Ree Wekre
Horn

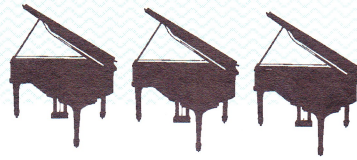
Angeles String Quartet

Haslop/Sanders Duo
Clayton Haslop, Violin/Jack Sanders, Guitar

Los Angeles Chamber Orchestra Winds

Musical Offering Baroque Ensemble

3145 Haddington Drive
Los Angeles, California 90064
(310) 836-8081 • FAX (310) 836-0348



FRIDAY, AUGUST 21

7:30 AM-5:00 PM
CONFERENCE
REGISTRATION
Mezzanine

7:30 AM-12:30 PM

Carmel B



**PERSONAL DEVELOPMENT
SEMINAR:**

The Effective Manager

This seminar will demonstrate effective management techniques using real-life case studies submitted by delegates.

Host: Karine Beesley, *Executive Director*, Ventura County Symphony

Peter Pastreich, *Executive Director*, San Francisco Symphony

Peter Pastreich was appointed Executive Director of the San Francisco Symphony in April 1978. He has had an extensive 30-year career in orchestra management which has included twelve years as Executive Director of the St. Louis Symphony, the construction of Davies Symphony Hall, oversight of 32 recordings, tours through Europe and Asia, and the elimination of a \$1.25 million deficit.

9:00 AM-10:30 AM

Carmel A

CONCURRENT SESSIONS

1. BUILDING A BETTER BAND

This session shows conductors how to build an ensemble through repertory choice, auditions, re-seating, section rehearsals, and other means.

Moderator: **Denis de Coteau**, *Music Director*, San Francisco Ballet

Panelists: **Corrick Brown**, *Music Director*, Santa Rosa Symphony
Ron Johnson, *former Executive Director*, Eugene Symphony
Arthur Shaw, *Music Director*, Rogue Valley Symphony
Clark Suttle, *Music Director*, Monterey County Symphony
Nan Washburn, *Music Director*, Camellia Symphony

Golden State A

2. THE LONG RANGE PLAN SIMPLIFIED

Learn what it takes to put together this essential organizational tool.

Speaker: **Edward J. Pierini**, M.S., CPA, Macias & Pierini, Certified Public Accountants

Golden State B

3. VOLUNTEER GALACTICA: A NEW VIEW FOR VOLUNTEERS OF THE 21ST CENTURY

Host: **Pauline Fisher**, *General Manager*, Santa Rosa Symphony

Speakers: **Audrey Baird**, *Director of Audience Development*, Milwaukee Symphony
Alice Coulombe, *President, Education and Outreach*, Los Angeles Music Center Opera; *Founder*, 2,500- member Los Angeles Music Center Opera League

10:45 AM-12:15 PM

Golden State A

1. CONCURRENT SESSIONS PUBLICITY AND PROGRAMS FOR REACHING NON-TRADITIONAL AUDIENCES

We all know that California is home to a vast, diverse population. Are there special techniques for reaching out into our communities? We think so and, after this session, you'll think so too.

Host: **Mary E. Cooke**, *Board Member*, Oakland Youth Orchestra

Speakers: **Dr. Hansonia Caldwell**, *Dean*, School of Humanities & Fine Arts, CSU Dominguez Hills
Barbara Gibbs, *Director*, Crocker Art Museum
Brenda Jew Waters, *Publicist*, Sacramento Arts Organizations

Big Sur B

2. BOARD OVER TROUBLED WATERS

A session for trustees answering such questions as how to create a professional image when you're "home-grown," how to make decisions for important change, how to shake yourselves out of ennui, and how to implement the vision of the organization.

Moderator: **Nancy Schneider**, *President*, Stockton Symphony

Speakers: **Betty Fehring**, *Past President*, Napa Valley Symphony
Janice Johnson, *President*, Pacific Symphony Orchestra
Gregory H. Smith, *President*, Ventura County Symphony

Golden State B

3. HOW THE VOLUNTEER/STAFF PARTNERSHIP ASSISTS THE FUND RAISING PROCESS

This session will show you what you should do before you vote yes to do another symphony ball. For league and guild volunteers as well as development staff.

Host: **Pamela Lee**, *Board Member*, Stockton Symphony

Speakers: **Natalie Duke**, *V.P. Fund Raising*, American Cancer Society, Sacramento - Amador Unit
Francine Roché, *Income Development Director*, American Cancer Society, Sacramento - Amador Unit

SHOP AT THE ORCHESTRA BOUTIQUE

Mezzanine

All proceeds benefit the Association of California Symphony Orchestras

12:30 PM-2:00 PM

LUNCH ON YOUR OWN OR SPECIAL INTEREST LUNCHEON

Capitol Board Room

CONDUCTOR'S Lunch with **Alasdair Neal**, Associate Conductor, San Francisco Symphony and Artistic Advisor, Sacramento Symphony, and **Nan Washburn**, Music Director, Camellia Symphony

Regency E

VOLUNTEER'S Lunch with **Audrey Baird**, Director of Audience Development, Milwaukee Symphony, and **George Sebastian**, Marketing Director, Los Angeles Chamber Orchestra

Regency F

TRUSTEE'S & MANAGER'S "Power Lunch" with **Nancy H. Bechtle**, President, San Francisco Symphony, and **Peter Pastreich**, Executive Director, San Francisco Symphony

2:00 PM-3:30 PM

CONCURRENT SESSIONS

Carmel A

1. HOLISTIC APPROACHES TO THE RELATIONSHIPS WITH YOUR ORCHESTRA

Outside of the "money" issues, this session will focus on the all-important relationships which set the stage for negotiations.

Moderator: **David Folsom-Jones**, former Executive Director, Santa Cruz County Symphony

Panelists: **Diana Dorman**, Principal Clarinet, Berkeley Symphony; **Trustee**, AFM Local 6
Veronica Elsea, Violist and Composer, President, AFM Local 346
Douglas N. McLendon, President/CEO, San Jose Symphony
George A. Sinclair, Executive Director, Stockton Symphony

Carmel B

2. MEET THE FUNDERS

As a result of the sorry state of tax supported funding, where can we turn for relief from the private sector?

Moderator: **Cynthia Wills**, Corporate/Foundation Officer, UC Davis Medical Center

Panelists: **Sandra Cohen**, Regional Project Manager, Bank of America Foundation
Sue Diekman, Executive Director, Pacific Telesis Foundation
Estell A. Jones, Communications Manager, Public Affairs, Aerojet
Fred Teichert, Executive Director, Teichert Foundation

This session is sponsored by the Pacific Telesis Group

Big Sur A & B

3. A THOUSAND THINGS VOLUNTEERS SHOULD KNOW!

These round tables of fund raising ideas, a membership campaign, running a good meeting, and other volunteer activities will energize and invigorate you!

Moderator: **Sharon C. McNalley**, Board Member, Los Angeles Chamber Orchestra

Table #1 **Puppets are Perfect!**
Richard Bay, Professor of Puppetry & Children's Theatre, CSU Sacramento
Mary Gifford, former Education Director, Sacramento Symphony; Sacramento Youth Orchestra

Table #2 **Leadership Skills**
Janice Johnson, President, Pacific Symphony Orchestra

Table #3 **Membership Recruitment**
Jan Corey, Membership Coordinator, Los Angeles Philharmonic Affiliates; Hollywood Bowl Friends

Table #4 **League and Guild Structure**
Audrey Baird, Director of Audience Development, Milwaukee Symphony

Table #5 **Get Your Motor Runnin' for a Car Raffle**
Lorene Moore, Past President, Sacramento Symphony League

Table #6 **Bach To the Future: Educational and Community Outreach Concerts**
Francine Di Blasi, Education Manager, Los Angeles Chamber Orchestra

Table #7 **When Gypsies Gather**
Pat Weiss, Board Member, PSO; President, Pacific Symphony Orchestra League

Table #8 **The Ventura Design House**
Betsy Chess, President, Design House Chapter, Ventura County Symphony League

POPS PIZAZZ!



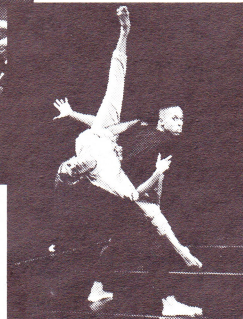
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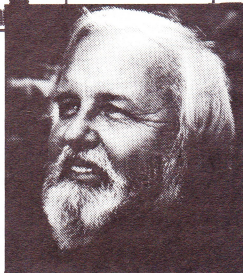


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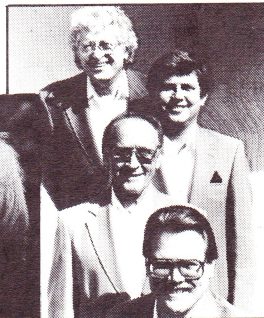


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FRIDAY, AUGUST 21

3:45 PM-5:00 PM

Golden State A

CONCURRENT SESSIONS

1. KEY PERSONNEL ISSUES/ EMPLOYMENT LAW

You'll learn the latest from the two returning experts in the field of personnel management. Issues such as the American Disabilities Act, downsizing staff in a recession, and employee vs. independent contractor will be discussed.

Host: **George A. Sinclair**, *Executive Director*, Stockton Symphony

Speakers: **Nancy Mims**, *Director of Human Resources*, San Francisco Symphony
Mary Lee Thomson, *Attorney*, Littler, Mendelson, Fastiff & Tichy

Golden State B

2. SOLD OUT! GREAT TICKET SALES CAMPAIGNS

This is just what you've been waiting for — volunteers and marketing staff collaborating on ticket sales campaigns! Does anyone sell more tickets than they need? NOT!

Moderator: **Patty Gessner**, *Director of Marketing*, San Francisco Symphony

Speakers: **Audrey Baird**, *Director of Audience Development*, Milwaukee Symphony
Connie Kay, *Co-Chair, Season Ticket Campaign*, Napa Valley Symphony

Carmel A

3. A PRIMER FOR NEW AND CONTINUING TRUSTEES

This session spells out the ABC's of a director's responsibility on the board, from developing vision for the organization to funding it.

Host: **Laurel Karabian**, *Consultant*

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

5:00 PM - 6:00 PM

Big Sur A & B

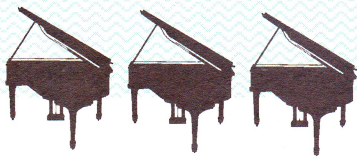
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Open to all delegates

6:30 PM - 7:30 PM

PRESIDENT'S RECEPTION FOR
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SATURDAY, AUGUST 22

7:30 AM-12 PM
CONFERENCE
REGISTRATION
Mezzanine

9:00 AM-10:30 AM

CONCURRENT SESSIONS

Carmel A

This session will be
set up until 12 pm

1. TEACH YOUR OLD TV NEW TRICKS

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

Speaker: **Philip van Allen**, *Senior Producer*,
Philips Interactive Media

Golden State A

2. SYMPHONY IN TROUBLE, DETAILS AT 11

This lively panel featuring a critic, editor, p.r. director and music director investigates the burning issues — musical and organizational — of what's news and what's not, and how it should be presented by your orchestra and reported by the news media.

Moderator: **John MacElwee**, *Director of Marketing*,
Pacific Symphony Orchestra

Panelists: **Boris Brott**, *Music Director*,
Ventura County Symphony; *Co-conductor*,
McGill Chamber Orchestra, Montreal
Karen Cardell, *Public Relations Director*,
San Francisco Symphony
William Glackin, *Critic-at-Large*,
The Sacramento Bee
Christopher P. Smith, *Social Issues*
Editor, Orange County Register

SATURDAY, AUGUST 22

10:45 AM-12:15 PM

CONCURRENT SESSIONS

Big Sur A

1. WOMEN COMPOSERS OF THE 20TH CENTURY: A LISTENING SESSION

An exhilarating journey through the wonderful variety of symphonic music composed in this century. Your orchestra can benefit from this informative and lively listening!

Host: **Miriam Abrams**, *Executive Director*,
The Women's Philharmonic

Speakers: **Susan Rands**, *Director*, National Women
Composers Resource Center
Nan Washburn, *Music Director*,
Camellia Symphony

*This session is sponsored by The American Society of Composers,
Authors & Publishers (ASCAP)*

Golden State B

2. HOW TO MAKE PANELISTS FEEL THEY WON'T BE ABLE TO SLEEP AT NIGHT IF THEY DON'T FUND YOUR GRANT APPLICATION

How your proposal reads really makes a difference. Learn what the CAC is looking for.

Moderator: **Mary E. Newkirk**, *Executive Director*,
Long Beach Symphony

Speakers: **Denis de Coteau**, *Music Director*,
San Francisco Ballet
Gloria Woodlock, *Program Officer*,
California Arts Council
Erich A. Vollmer, *Executive Director*,
Orange County Philharmonic Society

Carmel B

3. DEFICIT MANAGEMENT: THE CASH FLOW CRUNCH

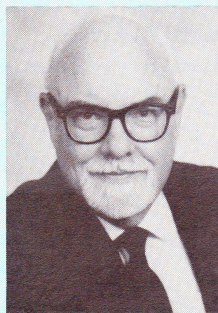
Managing cash flow is a persistent challenge to symphony orchestras but never more so than in a deficit economy when it can be a life and death issue. However, it is possible to stay alive (and even prosper) in these difficult times. We'll discuss ways — some new, some tried and true — to keep the red ink from drowning the music.

Moderator: **Irene Klug Nielsen**, *Executive Director*, Fresno Philharmonic

Panelists: **David Folsom-Jones**, *former Executive Director*, Santa Cruz County Symphony
John Hyeck, *Finance Director*, San Francisco Symphony
James W. Reeves, *General Manager*, The New Mexico Symphony

12:30 PM - 2 PM

Regency C & D



CLOSING LUNCHEON "Music Education in California: Forging Partnerships"

Guest Speaker:

Karl Bruhn, *Director of Market Development*, National Association of Music Merchants

Karl Bruhn, recently retired Senior Vice President for Marketing, Yamaha Corporation of America, is Director of Market Development for the National Association of Music Merchants (NAMM), and is currently spearheading advocacy efforts statewide for music education. Mr. Bruhn has spent most of his life involved with the music industry. The bulk of his professional career has been in the music products industry, including both wholesale and retail experience. An accomplished musician, Mr. Bruhn played professionally in several bands and led his own orchestra for many years.

2:30 PM - 4:30 PM

Regency E & F

MUSIC EDUCATION SYMPOSIUM GENERAL SESSION

"CRISIS IN MUSIC EDUCATION: DEATH OR OPPORTUNITY FOR ORCHESTRAS"

One of the most serious situations affecting future audiences is the downsizing and, in some cases, elimination of music education in the public schools. Is this an area for orchestras to become more involved? We think it is and our panelists will reveal programs and techniques for working toward stronger educational programs for our orchestras and our school systems.

Moderator: **Louis G. Spisto**, *Executive Director*, Pacific Symphony Orchestra

• Report on the Local Arts Education Partnership Program

Paul Minicucci, *Committee Consultant*, Joint Committee on the Arts

• Corporate Cooperation: Money Alone?

Mike Bates, *Division Manager*, Music Education Division, Yamaha Corporation of America

• Networking with the State

Diane L. Brooks, *Manager, History-Social Science/Visual and Performing Arts Unit*, Department of Education

• An Advocacy Plan

Karl Bruhn, *Director of Market Development*, National Association of Music Merchants

*Music Education Symposium sponsored by
Yamaha Corporation of America*

SATURDAY, AUGUST 22

4:45 PM - 5:30 PM

Regency E & F

**CONCERT BY THE OAKLAND
YOUTH ORCHESTRA**

Wes Kenney, Music Director

In its 29th year of operation, the Oakland Youth Orchestra has recorded, commissioned original works, featured young and minority composers, and is internationally recognized for its adventuresome programming. The Oakland Youth Orchestra consists of talented young music students aged 12-22 from Oakland and The Bay Area. Many Oakland Youth Orchestra graduates have gone on to perform in professional jazz and classical groups in the United States and Europe.

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7:00 PM

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8:00 PM

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8:30 PM

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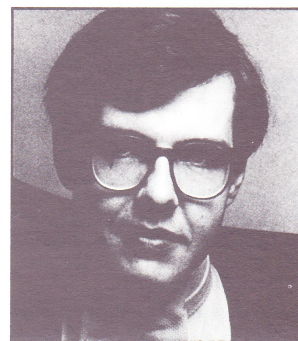
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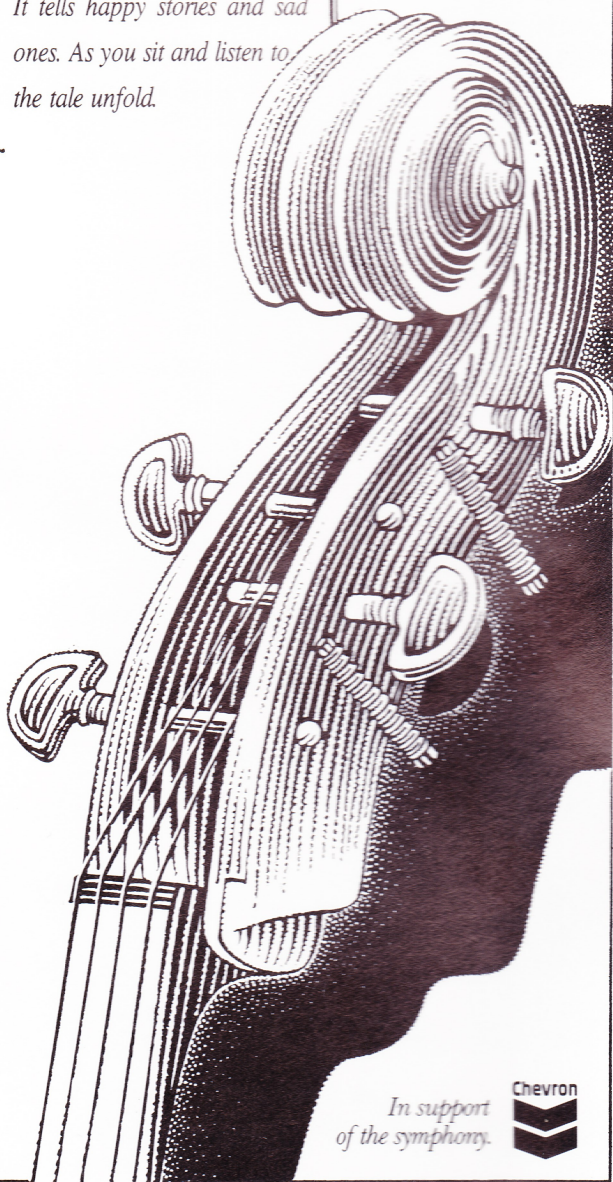
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