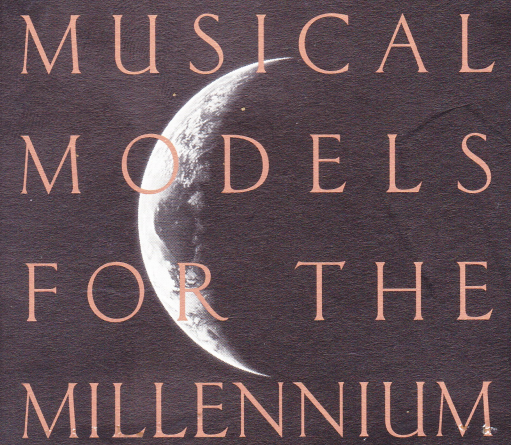


Association of California
Symphony Orchestras



MUSICAL
MODELS
FOR THE
MILLENNIUM

29th Annual Conference
Hosted by the
Pasadena Symphony
August 7-9, 1997
Doubletree Hotel

ACSO



Conductors

BOGIDAR AVRAMOV
DAVID LEWIS CROSBY
SEÁN DEIBLER
WES KENNEY
STEPHEN KIDD
JERE LANTZ
NAVROJ MEHTA,
EARL ROSE
ALBERT ROSEN
GERHARD SAMUEL
KERRY STRATTON
RICHARD WILLIAMS

Singers

PAMELA HICKS, *Soprano*
MARNIE BRECKENRIDGE, *Soprano*
GAYLE ROYKO-HEUSER, *Soprano*
KATHARINE LAWTON BROWN,
Mezzo-Soprano
SHERRI WEILER, *Mezzo-Soprano*
RICHARD LISZT, *Tenor*
JOSEPH MEYERS, *Tenor*
DAVID ROMANO, *Tenor*
DAVID NEWMAN, *Baritone*
ROGER MCCrackEN, *Bass-Baritone*

Pianists

THE ANGELO PIANO DUO

Instrumentalists

LEVON AMBARTSUMIAN, *Violin*
ADAM HOLZMAN, *Guitar*
MARTA SZLUBOWSKA KIRK, *Violin*

Ensembles

CHAMBER CHOIR *LEGE ARTIS*,
St. Petersburg
MOSCOW CHAMBER ORCHESTRA-
ARCO
MUSICA PETROPOLITANA,
A Baroque Ensemble, St. Petersburg
SHAROMOV VOCAL ENSEMBLE,
Novosibirsk

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JUDY GLEN'S SPAGHETTI OPERA,
The Diva from Down Under
AN EVENING OF GILBERT & SULLIVAN
EARL ROSE TRIO
THE IRVING BERLIN CENTURY TOUR
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s a new millennium

approaches, we face a time of unprecedented global change. And the business of making music is just as much in a state of evolution as everything else in our world. Our organizations and our staff are under increasing pressure to generate adequate funding, respond to musician concerns, produce concerts of beauty and artistic value, stimulate new audiences through education and outreach, identify and compete effectively in attracting new converts, and satisfy the demands of current supporters in an increasingly challenging legal and legislative environment.

For the next three days, take a deep breath, and join us as we step "outside the box" into the fresh, invigorating air of dialogue among colleagues who face the same challenges that you do. Be prepared for unexpected solutions and to find your own ideas enthusiastically embraced. And be prepared to find that the powerful creativity that is such an integral part of our work is more than adequate to meet the challenge – not only transforming how we do business but also responding to society's deep yearning for that which only great art can provide.

CORBETT
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The Pasadena Symphony Association extends warm greetings to the delegates visiting Pasadena to attend the prestigious ACSO meetings. As purveyors of sunshine, flowers, and a dramatic mountain backdrop, we hope that you will have a little time to explore our city. The great astro-physicist, George Ellory Hale, a founder of the institution we know today as the California

Institute of Technology, envisioned Pasadena as the "Athens of the West." Besides such cultural treasures as the Pacific Asia Museum, the Norton Simon Museum, and the Huntington Library, Art Gallery and Botanical Gardens in neighboring San Marino, the Pasadena Symphony plays with artistic brilliance under the baton of Maestro Jorge Mester.

We are delighted that you are here to inspire and educate. How essential it is to maintain the strong tradition of symphonic music. We are grateful for this beautifully organized Conference.

Barbara M. Steinwedell

Barbara M. Steinwedell, President
Pasadena Symphony



The Board of Directors and I welcome you to Pasadena and to the Association of California Symphony Orchestras' 29th Annual Conference. A fascinating array of presentations and programs makes up this year's "Musical Models for the Millennium." I encourage you to take advantage of all the aspects of what promises to be an exciting three days.

Thank you to our hosts, the Pasadena Symphony, and Conference co-chairs Christopher Minnes and Wayne Shilkret. As always, we could not produce this meeting without the participation of skilled and knowledgeable presenters, generous underwriters and you, our participants.

As we look toward the millennium, we must make preparations now to insure the success of live, symphonic music in California. Let's plan the future together.

Mark A. Jordan

Mark A. Jordan, President
ACSO

THURSDAY, August 7, 1997

- 9:00 AM Registration and Conference Orientation
- 10:30 Grant Making Trends
- 10:30 Pressures of Playing in an Orchestra
- 10:30 Public Policy Decisions Affect You!
- 12:30 PM Peer Forums
- 3:00 Opening General Session: Peter H. Pennekamp
- 4:30 Starport Boutique and Artists Managers Reception
- 6:00 Christopher O'Riley Piano Recital,
Pasadena Symphony Reception
- 8:30 No-host Dinner at Twin Palms Restaurant

FRIDAY, August 8, 1997

- 8:00 AM Conference Orientation
- 9:00 Registration
- 9:00 Conductor's Workshop
- 9:00 Volunteer's Workshop
- 9:00 What You Don't Know Could Get You
Five to Life
- 9:00 A Day in the Life of the Executive,
Operations and Development/Marketing
Director
- 10:30 Orchestra Case Study
- 10:30 Using Technology to Save Time and Money
- 10:30 The Media's Role in Preserving Classical Music
- 12:00 PM Keynote Luncheon: Delaine Eastin
- 2:30 Fund Raising Events
- 2:30 Five Biggest Mistakes of Employers
- 2:30 Innovative Concerts
- 4:00 Annual Meeting and President's Reception
- 8:00 *Tin Pan Alley*, Pasadena Playhouse

SATURDAY, August 9, 1997

- 8:00 AM Power Seminar: American Express Situational
Leadership Seminar
- 9:00 Arts Aficionados: Music and Intelligence
- 9:00 The Season Ticket Campaign
- 10:30 New Age Marketing
- 10:30 Making a Recording
- 10:30 Youth Orchestra Cornucopia
- 10:30 Well-run Leagues and Guilds
- 12:00 PM Keynote Luncheon: Ernest Fleischmann
- 2:30 Stars of the Boardroom
- 2:30 The Shape of Gifts to Come
- 2:30 New Concert Audiences
- 4:00 Role Playing for Fun and Profit
- 4:00 Models for the Millennium
- 4:00 Artist Manager Case Study
- 6:15 Dinner and Dixieland Concert

DEL ROSENFELD ASSOCIATES

IN CALIFORNIA

Bruce Brubaker performs Leonard Bernstein's *Age of Anxiety* with the Santa Barbara Symphony Orchestra Saturday & Sunday, April 18th & 19th, 1998, Gisèle Ben-Dor conducting.

Masanobu Ikemiya will appear as soloist with the Tulare Symphony performing Gershwin's Concerto in F in Visalia on Sunday, March 1st, 1998.

PIANISTS

Bruce Brubaker
Babette Hierholzer
Masanobu Ikemiya
Mina Miller
Míceál O'Rourke
John Bell Young

FLUTIST

Lisa Hansen

CONDUCTORS

Gisèle Ben-Dor
Sergio Bernal
Walter Proost

CELLIST

Steven Honigberg

VIOLINISTS

Margaret Batjer
Chin Kim

SPECIAL PROGRAM

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Oxana Yablonskaya



Top Prize Winner of 3 Int'l Piano Competitions
Grand Prix du Disque, Int'l Liszt Society, Budapest
1997-98 Season appearances include:
Royal Concertgebouw Orchestra
Yomiuri Symphony
Orquesta Sinfonica de Castilla y Leon
New West Symphony
Novicibirsk Philharmonic Symphony
Gelders Orchestra

Previous appearances include:

Atlanta Symphony Orchestra
Baltimore Symphony Orchestra
Dallas Symphony Orchestra
Detroit Symphony Orchestra
Houston Symphony Orchestra
National Symphony Orchestra
Pittsburgh Symphony Orchestra

"She runs the gamut from lyricism to sizzling virtuosity.
A tour de force." - Chicago Sun-Times

Dmitry Yablonsky

Recorded trio CD with Vadim Repin & Boris Berezovsky (Erato).

As a cello soloist has appeared with:

Krzysztof Penderecki
Gennady Provorov
Dmitry Kitayenko
Hiroyuki Iwaki
Franz Paul Decker
Vladimir Fedoseyev

Has recorded 10 CD's as a conductor with Naxos/Marco Polo.

As a conductor has appeared with:

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Moscow Symphony Orchestra
St. Petersburg Symphony
Latvian National Orchestra
Gorki Symphony Orchestra



"His playing has enormous warmth and communicative flair."
- The New York Times



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Sharon McNalley, chair, ACSO Board
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Margaret Gates, Philharmonic Society of Orange County
Helen Norton

On-Site Coordinators

Trudi Benford
Carol Miller, Pacific Symphony Orchestra
Shane J. Wright, ACSO

Many thanks to the members of the ACSO Conference Committee, the ACSO board of directors, the staff and volunteers of the host orchestra and those of you who contributed to this Conference with your time and expertise.

Conference Registration and Ticket Purchase Fountain I, II

Hours:

Wednesday, August 6	5:00 PM - 8:00 PM
Thursday, August 7	9:00 AM - 5:00 PM
Friday, August 8	8:00 AM - 5:00 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 Fountain I, II

Orchestra Brochures • Artist Manager Brochures and Rosters
Computer Information • ACSO Starport Boutique
New Repertoire Directory

SPECIAL THANKS

Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the Annual Conference:

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St. Paul Chamber Orchestra
See's Candies
United Airlines
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Many thanks to Deborah R. Card, NancyBell Coe and Vanessa Butler for their help in coordinating Mr. Fleischmann's luncheon.

SHOP AT THE STARPORT BOUTIQUE Fountain I, II

Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique.

All proceeds benefit the Association of California Symphony Orchestras

PLEASE WEAR YOUR NAME BADGE AT ALL TIMES
Only registered delegates or speakers
wearing badges will be allowed in
meeting rooms.

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Ida Kavafian
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Isabella Lippi
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Arnold Steinhardt
Mira Wang

VIOLIST

Nobuko Imai

CELLISTS

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Andrés Díaz
Zara Nelsova
David Soyer

FLUTIST

Marina Piccinini

FRENCH HORN

David Jolley

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Kevin Maynor
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Werner Klemperer

STAGE DIRECTORS

* Elizabeth Bachman
* Travis Preston

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(Mexican Baroque & "Lost In The Stars")
Magic Circle Mime Co.
Golub-Kaplan-Carr Trio
Guarneri String Quartet
Ani & Ida Kavafian
Daniel & Todd Phillips
Corky Siegel
(Symphonic Blues)
Billy Taylor Trio

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 Orchestra
 Los Angeles Chamber Orchestra

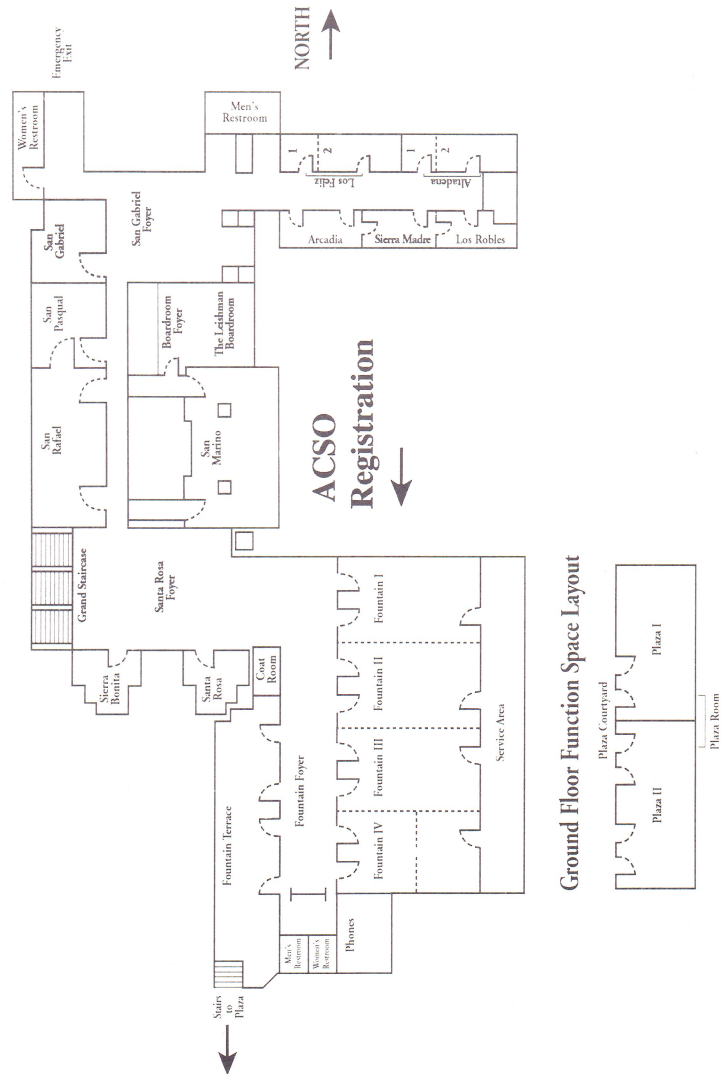


Second Floor Function Space Layout

CONTRIBUTORS: Gifts \$50 - \$79

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Irene Klug Nielsen	Fresno
Wayne Reinecke	Pasadena Community Orchestra
Nancy Schneider	Stockton Symphony
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Please join or renew your membership at Conference.
 Individual membership is \$50. Membership in ACSO is for one year from October 1 to September 30.



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12-4 PM **ACSO Board Meeting**
San Marino

5-8 PM **Registration**
Fountain

THURSDAY, AUGUST 7

9 AM-5 PM **Registration**
Fountain

9-9:45 AM **Report to Mission Control, Phase I: Conference Orientation**
Fountain

NEW
 Maximize your potential with proper preparation for your musical journey. A seasoned colleague will make you feel welcome and suggest how to get the most out of your Conference experience. New and returning delegates are invited for a brief orientation and Q & A.

Sandi Sigurdston, executive director, San Luis Obispo Symphony

10:30-11:45 AM **1. Fundraising in the Year 2525: Grantmaking Trends**
San Marino

B
D
EX
V

Will your funding strategies of the 1990s be relevant in 2001... and beyond? Dynamic representatives share insights about trends and current issues in philanthropy.

Moderator: Molly Block, assistant director of development, Pacific Symphony Orchestra

*Speakers: Linda Kendrix Burroughs, community relations specialist, Mervyn's
 Mary McIntyre Hamilton, executive director, The Fieldstone Foundation*

KEY:

All All **AM** Artist Managers **B** Board of Directors
C Conductors **D** Development **E** Education
EX Executive Directors **F** Finance
M Marketing, Public Relations **MU** Musicians
O Operations **V** Volunteers **Y** Youth Orchestra

San Rafael **2. Pre-flight Check-up: What You Don't Know Can Hurt You**

C
EX
MU
O

This session explores the physical and psychological pressures of playing in an orchestra. Discuss how the staff and musicians can work together to create a healthier workplace that will bring vitality to performance and enhance ensemble cohesiveness and esprit.

Moderator: James T. Medvitz, director of operations, Pacific Symphony Orchestra

Panelist: Phil Luna, violinist, Pacific Symphony Orchestra

San Gabriel **3. Intergalactic Affairs: Public Policy Decisions Affect You!**

All

How do the hot button issues in public policy connect with the day-to-day priorities of an orchestra trustee, volunteer, musician and administrator? This session presents a serious and lively discussion of how orchestras are unique vis à vis the rest of the arts, and how important your part is.

Speaker: John Sparks, director of government affairs, American Symphony Orchestra League

12:30-2:30 PM

Planetary Partners: Peer Forums

All

Share secrets of the musical universe with colleagues from near and far. Informal discussion groups bring together staff and volunteers of like-sized orchestras.

For your convenience, a deli cart will be available to purchase sandwiches, fruit and drinks on the Fountain terrace.

Coordinator: Cathy Stapert, executive director, Santa Barbara Chamber Orchestra

Fountain III **Peer Forum Tables**

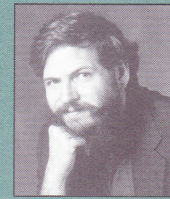
Table 1 Managers/Orchestras with budgets up to \$250,000
Paul Guitierrez, general manager, Tulare County Symphony

- Table 2 Managers/Orchestras with budgets of \$250,000-\$500,000
Judy Patrick, executive director,
The Women's Philharmonic
- Table 3 Managers/Orchestras with budgets of \$500,000-\$1,000,000
Mike Royer, general manager,
Modesto Symphony
- Table 4 Managers/Orchestras with budgets over \$1,000,000
Shirley Lewis, president/ceo,
San Jose Symphony
- Table 5 Managers & Trustees of Youth Orchestras
Cindy Weichel, manager,
Santa Rosa Symphony Youth Orchestras
- Table 6 Conductors
Raymond Harvey, music director,
Fresno Philharmonic
- Table 7 Development Directors
Jim Ruggirello, development director,
Long Beach Symphony
- Plaza Peer Forum Tables**
- Table 8 Marketing & Public Relations Directors
Susan Koza, director of
marketing/development,
Monterey County Symphony
- Table 9 Operations/Assistant Managers
Geoffrey Fontaine, operations manager,
Pasadena Symphony
- Table 10 Finance Directors
Helen McKairnes, finance director,
Santa Rosa Symphony
- Table 11 Education Directors and Education Volunteers
Sue Knussen, director of education,
Los Angeles Philharmonic
- Table 12 Leagues and Guilds
Linda Hedgepeth, past president,
Santa Barbara Symphony League
- Table 13 Up to \$500,000 - Board Presidents
- Table 14 \$500,000 and above - Board Presidents
Barbara Steinwedell, president
Pasadena Symphony

3-4:30 PM
Fountain

Opening General Session

**Is There a Future for
Classical Music?**



Guest Speaker:
Peter H. Pennekamp

Peter Pennekamp, executive director of the Humboldt Foundation since 1993, is a highly respected global visionary who will entice and provoke with his expertise on issues basic to our musical existence. He was formerly VP of Cultural Programming at National Public Radio; director, Inter-Arts Program, NEA; CenterArts director at Humboldt State University; and is currently president of Grantmakers in the Arts.

Welcome: **Mark A. Jordan**, ACSO president

Introduction: **John Orders**, former program officer, *The James Irvine Foundation*

4:30-
5:30 PM
Fountain

**Starport Boutique Now Open:
Talk/Shop**

NEW

All delegates meet in the Resource Room, enjoy a glass of wine and mingle with the folks who represent the artists. Shop at the ACSO Boutique and check out the New Repertoire Directory for orchestra managers.

Reception hosted by Artist Managers

JOIN YOUR FRIENDS
AND COLLEAGUES AT THE
30TH ACSO ANNIVERSARY CONFERENCE
IN SAN FRANCISCO
AUGUST 1998

6-8 PM

**Star Trekking in Pasadena
Piano Recital and Reception**

Enjoy the stellar artistry of pianist Christopher O'Riley as you time-travel through Old Pasadena with its stately mansions and gracious hospitality evoking the city's genteel early twentieth century origins.

This event will be held at Tournament House and the Wrigley Gardens, home of the Pasadena Tournament of Roses. Built in 1906 as the winter home of William Wrigley, Jr., Chicago chewing gum magnate, the stately Italian Renaissance-style house is the hub of Pasadena's New Year's activities.

Buses leave hotel at 6 PM. Board buses at Walnut Street exit on hotel ground floor.



*Christopher O'Riley,
pianist*

*Sponsored by the Pasadena Symphony
Board of Directors
Jim Medwitz, J.M. (Mike) Morris
Piano provided by
Yamaha Corporation of America*

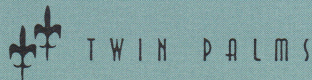


8:30 PM

Join your colleagues at a no-host dinner after the recital at the open air Twin Palms Restaurant, a sunny corner of Provence in Old Pasadena.

Transportation from restaurant to hotel is on your own.

101 W. Green Street. Tel: 577-2567
(Green & Delacey)



8-8:45 AM
Fountain

NEW

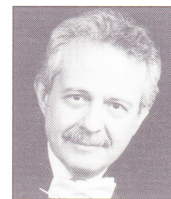
**Report to Mission Control, Phase II:
Conference Orientation**

If you missed Thursday's Conference orientation, meet at the Registration area for a second brief orientation and Q & A.

*Sandi Sigurdston, executive director,
San Luis Obispo Symphony*

9-11:45 AM
Plaza I

**C
MU**



Explore the secrets of your inner universe. Discuss and experience how proper breathing and physical balance can release a conductor's innate expressivity and facilitate the development of a communicative technique on the podium.

*Speaker: Jorge Mester, music director,
Pasadena Symphony*

*Introduction: Eugene Castillo,
assistant conductor, Long Beach Symphony*

Plaza II

**B
V**

**2. Cloning Success: Eleven
Characteristics of Effective Volunteers**

Who knows what the future may hold? Although human cloning remains a distant and controversial possibility, experts agree that recruiting volunteers with specific characteristics does guarantee success for a non-profit.

*Speaker: John Harris, volunteer management
consultant, Portland, Oregon*

*Host: Elaine Cook, president, The Women's
Committee of the Pasadena Symphony*

9-10:15 AM
San Rafael

**B
D
EX
F**

**1. Danger Lurks in Uncharted
Territory: What You Don't Know
Could Get You Five to Life**

Avoid problems with the IRS and state authorities regarding non-profit organizations. A practical session of do's and don'ts including preparing for internal and IRS audits, overtime ramifications, Unrelated Business Income Tax, and fund raising tax deductibility.

*Moderator: Stephen J.M. (Mike) Morris,
board member, Pasadena Symphony*

*Panelists: Richard Ruvulson, partner,
Coopers & Lybrand*

Pat Whaley, partner, Musick, Peeler & Garrett

9-10:15 AM
San Marino

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2. A Day in the Life of the Executive, Operations, Development and Marketing Director: Do You Really Want This Job?

If you think *your* job description is beyond human boundaries, listen to these experts. Senior staff share the particulars of their day, how they prioritize, plan, and manage their jobs, and how marketing and development work together. This session is for individuals with small to mid-sized orchestras looking to move up, wanting to better manage their own departments, and with a curiosity about each position.

Moderator: Louis G. Spisto, executive director, Pacific Symphony Orchestra

*Panelists: Sandra Fenton, assistant director of operations, Pacific Symphony Orchestra
Susan Koza, director of marketing & development, Monterey County Symphony*

10:30-11:45 AM
San Rafael

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1. Take Me To Your Leader

Historically, each civilization is defined by its key members. The orchestra world is no exception. President, manager, conductor, orchestra member – a case study will provide thoughtful discussion with these four key positions offering insights for today, tomorrow, and into the twenty-first century.

Moderator: Diane Lent, past president, Modesto Symphony

*Panelists: Jennifer Duston, executive director, Oakland-East Bay Symphony
Cindy Ellis, musician, Pacific Symphony Orchestra
Michael Krajewski, music director, Modesto Symphony
Barbara Steinwedell, president, Pasadena Symphony*

San Gabriel 2. Using Technology to Save Time and Money

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Y

Blast fax, fax-on-demand, teleconferencing, voice mail, electronic mail, electronic bulletin boards, pagers – learn what's essential in office equipment and technology for the efficient operation of today's orchestras.

Moderator: Karine Beesley, director, The Anson Ford Theatre Foundation

*Panelists: Linda Chiavaroli, owner, United Arts; marketing director, Summer Nights at the Ford
Robert Lippert, executive director, Fresno Philharmonic
Robin Stark, president, Donor Perfect*

Sponsored by Avery Dennison

San Marino 3. Examining the Media's Role in Preserving Classical Music

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Does the media have a role in the future of orchestral music? Join our media panelists for a discussion of how they view their roles and responsibilities in preserving the art of serious orchestral music.

Moderator: Karen Ames, director of public relations, San Francisco Symphony

*Panelists: Susan Breneman, arts editor, Los Angeles Times
Rich Capparella, morning host, KKGQ Classical
Scott Duncan, classical music critic, Orange County Register
David Mermelstein, national freelance writer*

Sponsored by Performing Arts Network

12-2 PM
Fountain

Luncheon



Guest Speaker:
Delaine Eastin,
Superintendent of Public Instruction, State of California

In 1994, Ms. Eastin was elected to a four-year term as the highest ranking official in the elementary and secondary public school system, and is the first woman to be so elected. In March, Eastin announced the formation of Arts Work, a task force on the place of the visual and performing arts in grades K through 12.

Introduction: Shirley Lewis, president/CEO, San Jose Symphony

2:30-
3:45 PM
Plaza II

**B
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V**

**1. Out-of-this-World
Fund Raising Events**

Blast off into the realm of creativity and imagination for fund raising activities sure to raise astronomical profits.

Moderator: Elizabeth Ustach, development director, Modesto Symphony

*Panelists: Audrey Baird, director of audience development, Milwaukee Symphony
Juanita Collins, president, Santa Barbara Symphony League
Barbara House, director of development, Pasadena Symphony*

San Marino

**2. The Five Biggest Mistakes of
Employers**

Have you ever failed to conduct an annual performance appraisal for an employee? Have you ever hired an employee without conducting a thorough check of references? Avoid serious employment mistakes by attending this session.

Speaker: Mary Lee Thomson, attorney, Littler, Mendelson, Fastiff, Tichy & Mathiason

Host: Dean Corey, executive director, Philharmonic Society of Orange County

**B
EX**

San Rafael

3. Programs for the Millennium

Supercharged programs soar with space-aged vitality. Innovative conductors and composers share concepts that might give your schedule a boost.

Moderator: Jung-Ho Pak, music director, USC Symphony

*Panelists: George Gelles, executive director, Philharmonia Baroque Orchestra
Raymond Harvey, music director, Fresno Philharmonic
Frank Ticheli, composer-in-residence, Pacific Symphony Orchestra*

Sponsored by Schweickert & Company

**C
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4-6 PM
Fountain

**Inter-Planetary Council
ACSO Annual Meeting
and President's Reception**

All



Audrey Baird, director of audience development, Milwaukee Symphony, will present ACSO's Most Valuable Player Awards.

Sponsored by The Travel Related Services Division of American Express

8 PM

**Star Trekking in Pasadena
Pasadena Playhouse**

Tin Pan Alley, a world premiere musical from Emmy-winning Mark Saltzman, recalls the historic encounter between Scott Joplin, King of Ragtime, and a young, upstart song writer, Irving Berlin.

The Pasadena Playhouse was a training and showplace for a generation of theatrical luminaries. Today, it offers a theatre-going experience at once historic and timeless.

The Playhouse is a short three blocks from the hotel. Walk to 39 S. El Molino Avenue.



8-11:45 AM **POWER SEMINAR**
**Plaza I, II Situational Leadership:
The American Express Model**

Discover what generations have learned before; the power to change is within each of us. A simple solution for improving leadership at all levels of your organization, the program will focus on developing individual skills, task assessment and readiness to execute a job.

Tim Costello, principal, organizational development consultant, American Express

Jennifer L. Arndt, field public relations, American Express Financial Advisors

Introduction: Wayne Shilkret, theatre executive director, The Cerritos Center for the Performing Arts

The \$65 seminar fee for admision, materials, coffee, and croissants, is in addition to the regular Conference registration.

9-10:15 AM

San Pasqual

**1. Arts Aficionados:
The Next Generation**

E
Y

Music has been found to enhance preschool children's abstract intelligence. Hear the details of this research, and learn how to take advantage of these extra-musical benefits for Kindergarten children.

Dr. Frances Rauscher, assistant professor psychology/child development, University of Wisconsin

Peter Perret, music director, Winston-Salem Symphony

Sponsored by Sylvia Shepherd

San Marino

**2. Space-age Salesmanship:
Volunteers and the Season
Ticket Campaign**

M
V

Refreshing techniques for success in an annual ticket campaign.

Audrey Baird, director of audience development, Milwaukee Symphony

10:30-

11:45 AM

San Rafael

1. New Age Marketing

EX
M

In a galaxy of limitless potential, find out how relationship marketing can help to keep your current subscribers happy and attract new ticket buyers.

Speakers: Cindy Loeffler, director of marketing, Long Beach Symphony

Rebecca Menes, director of marketing, Pacific Symphony Orchestra

Sponsored by MSGI/Metro Arts

San Pasqual

**2. Creating Your Time Capsule:
So You Want to Make a Recording!**

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What will your legacy be for future generations? The market for classical CDs has fallen sharply. Is there a good reason for your orchestra to record? What will it cost? How much money will you (won't you) make? How can you pay for it? What is the AFM's role? Should you work with a recording company or self-produce? And, after is all is said and done, is it really worth it?

Moderator: Millie Mitchell, general manager, California Symphony

Panelist: Deborah R. Card, executive director, Seattle Symphony

10:30-

11:45 AM

San Gabriel

**3. Astral Apprentices:
Youth Orchestra Cornucopia**

Y

A panel of youth orchestra representatives will discuss personal approaches to fund raising and to working with high schools and parent volunteer groups.

Moderator: Asher Raboy, music director, Napa Valley Symphony

*Speakers: Amy H. Wolf Crain, executive director, Youth Music Monterey
Dr. Ruth DeSarno, administrator, Los Angeles Philharmonic High School Honor Orchestra
Richard Kaufman, music advisory board, Young Musicians Foundation*

San Marino

4. Controlling the Cosmos

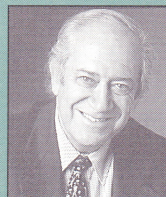
V

Good structure has always been the backbone of any well-run league or guild. Find out from a master how your organization can put some order on the agenda.

Speaker: Audrey Baird, director of audience development, Milwaukee Symphony

12-2 PM
Fountain

**Luncheon
Salute to Ernest Fleischmann**



ACSO honors a man whose vision and accomplishments have propelled him to the pinnacle of the music world. Join us for a tribute from Ernest's friends, colleagues and musical partners.

Sponsored by Columbia Artists Management, Inc.

2:30-
3:45 PM
Plaza I

**B
V**

1. Stars of the Boardroom

From the dawn of civilization it has held true that leaders don't wait for things to happen – they make them happen. An outstanding panel of board presidents share goals they set and met, and practical advice that works.

Moderator: Joseph Truskot, executive director, Monterey County Symphony

*Speakers: Robert Attiyeh, president, Los Angeles Philharmonic
Steve Blanding, president, California Symphony*

Walter J. McCarthy, Jr., board member, Monterey County Symphony (former chairman of the board, Detroit Symphony)

San Rafael

2. Surviving the Test of Time: The Shape Of Gifts To Come

Planned gifts are an essential part of fund raising. Speakers de-mystify the language and offer suggestions to get started or move your program into a higher gear.

Speakers: Donna Bandelloni, philanthropy consultant, non-profit/philanthropy services, Merrill Lynch Trust

King McGlaughlon, manager/director, non-profit/philanthropy services, Merrill Lynch Trust

Introduction: Christopher Minnes, director, annual fund, Galef Institute

Sponsored by Merrill Lynch Trust

**B
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San Marino

3. Do We Really Want An Audience?

The basic questions of our existence are tackled by a panel of musical visionaries. Provocative and stimulating observations and practical solutions help identify new concert goers to expand your audience.

Speakers: Hansionia Caldwell, executive director, National Council for Black Studies, CSU Dominguez Hills

Wally Smith, general manager, WPBX-FM, Southampton Campus, Long Island University; former general manager, KUSC

Host: Patricia Gessner, director of marketing, San Francisco Symphony

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4-5:30 PM
Plaza II

**B
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1. Role Playing for Fun and Profit

Raising money won't get any easier in the next century, but role playing will make you more confident. Observe and take part with the experts in a face-to-face solicitation.

*Speakers: Corty Fengler, principal, The Magellan Group (former development director, San Francisco Symphony)
Stacey Street, director of development, Philharmonia Baroque Orchestra*

San Marino

2. Models for the Millennium

A professor from UCLA's Anderson School shares his research and asks: "Is the symphony a sustainable organization form in contemporary times? Or better, what form should the symphony orchestra take in these times if it wishes to survive?"

Speaker: Robert S. Spich, PhD., Anderson School of Management, UCLA

Host: Mark A. Jordan, concertmaster, Modesto Symphony

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San Rafael

3. When Worlds Collide

There are two sides to every story and more than one solution to every problem. Observe the unique perspectives of the orchestra and artist manager in practice as they both tackle the same problematic case studies. Names will be changed to protect the not-so-innocent.

Moderator: Amy Carson-Dwyer, artist manager, Colbert Artists Management

Speakers: Seldy Cramer, president, Seldy Cramer Artists

Joan Squires, executive director, Phoenix Symphony

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6:15 PM

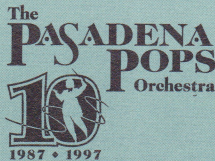
**Star Trekking in Pasadena
Dinner and Concert**

7:30 concert

Enjoy toe-tapping music and a tantalizing Cajun buffet amidst the century-old arbors and fragrant blossoms of beautiful Descanso Gardens. Tables of six; beverages not included in cost. *Dwight Kennedy's New Orleans Dixie Kings and Hot Frogs Jumping Jazz Band*

Buses leave hotel at 6:15 PM. Board buses at Walnut Street exit on hotel ground floor.

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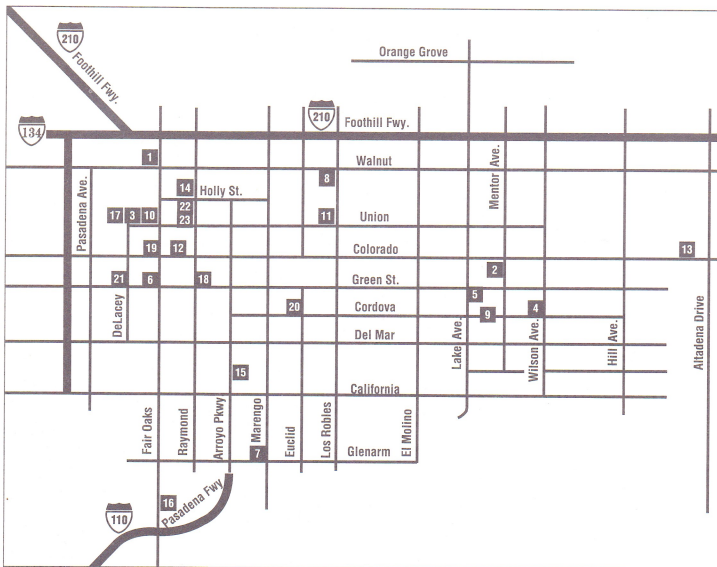
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