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31ST ANNUAL CONFERENCE • LOS ANGELES • AUGUST 5-7, 1999

Hosted by the Los Angeles Philharmonic



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SEÁN DEIBLER,
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ALEXANDER FREY,
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FRANK MAXIMILLIAN HUBE,
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Director, Rostock, Germany
GEOFFREY MOULL,
Principal Conductor, Städtische
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Pops programming
GERHARD SAMUEL,
International Guest Conductor
LEANNA STERIOS, Conductor
KERRY STRATTON,
Conductor & Music Director,
Toronto Philharmonia,
Huntsville Festival of the Arts,
Ontario, International Guest
Conductor

Singers

Soprano
HELEN AXELSON-RODDY
MARNIE BRECKENRIDGE
ESTELLE KRUGER
LISE LINDSTROM
KATERINA MUNETTI
GAY ANNA SANTERRE

Mezzo-Soprano
ROBERTA BRICKMAN
RUBY HINDS
BETH MACLEOD
FAY PUTNAM
SHERRI WEILER

Tenor
PAUL CROOK
JOSEPH MEYERS

Singers

Baritone
HERMANN LE ROUX
GAVIN TAYLOR
JACO VENTER

Bass-Baritone
DOUGLAS NAGEL

Bass
ARUTJIAN KOTCHINIAN
ROGER MCCrackEN

Composers

ALVA HENDERSON
MICHAEL KAULKIN
GERHARD SAMUEL

Pianists

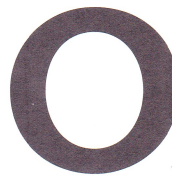
MARCELLO ABBADO
THE ANGELO PIANO DUO
ALEXANDER FREY
MANGOS SISTERS, Piano Duo
DOMENICO PICCICHÈ

Soloists

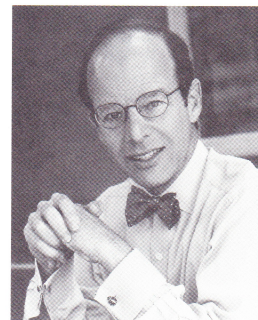
ALESSANDRA FARRO, violin
SÖREN HERMANSSON, French horn
ADAM HOLZMAN, guitar
PÉTER BOLDOGHY KUMMERT,
double bass
ANTÓNIA PALÁNCZ, cello

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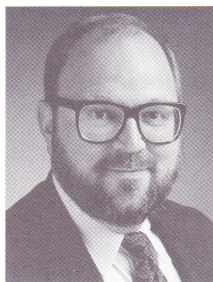
On behalf of the
Los Angeles
Philharmonic
Association,
I extend warm



greetings to the delegates
of the 31st ACSO Conference. We hope that
Los Angeles will prove a stimulating environ-
ment in which to exchange information and
ideas with people who are passionate about the
performance of symphonic music. We know
you all share our devotion to expanding and
diversifying our audiences. ACSO has convened
California's orchestras for more than three
decades to address issues of central importance.
Now, more than ever, this commitment to
sharing our thoughts is of critical value. We are
pleased that included during your Conference
is the opportunity to experience a Los Angeles
treasure in which we take great pride, a concert
of the Los Angeles Philharmonic at the Holly-
wood Bowl. Welcome.

Barry A. Sanders
President, Los Angeles Philharmonic Association

Welcome to the City of Angels! We are pleased to bring you the 31st Annual Conference of the Association of California Symphony Orchestras.



This year, we hold it in Los Angeles, a city which has been graced by the residency of such 20th century musical giants as Rachmaninoff, Stravinsky, Korngold, and Schoenberg; a city that has benefitted greatly from the superb musicianship and entrepreneurial spirit of the Los Angeles Philharmonic; and a city whose residents have long fought to create a cultural environment where significant resources and profound ability are invested in making art happen at the highest level. Truly a City of Angels!

While you are at the Conference, get to know your fellow delegates from other orchestras across the state — you have a great deal in common. Perhaps highest on this list of shared interests is your love for symphony orchestras and their music. The Conference agenda brims with sessions which will help you to nurture and refine this love.

In addition, the exchange of practical knowledge and experience between Conference delegates has been a highlight of ACSO's meetings since the organization's inception at Asilomar in 1968. And, in that spirit so present in the 1970s, question authority! Don't take every word spoken as the law! While there is a body of common knowledge which we can all agree upon, there is much that changes from place to place, from person to person. You will find that there are many ways to solve similar problems and that your approach may be the best for you — and for others. Share your success and failures. Plan for a brighter season ahead. ACSO is totally committed to this discussion.

If I can do anything to make your participation more significant, please get in touch with me.

Joseph Truskot
ACSO President

QUICK LOOK

THURSDAY

AUGUST 5, 1999

- 9:00 – 9:45am Orientation
- 9:00 – 2:00 Volunteer Workshop
- 10:00 – 12:00 Conductor's Workshop
- 10:00 – 11:30 Score a CAC Grant
- 10:00 – 11:30 Financial Planning
- 12:00 – 2:00pm Backstage Pass: Peer Forums
- 2:30 – 3:30 Tour the Colburn School of Performing Arts
- 3:45 – 4:45 MVP Awards/ACSO Annual Meeting
- 5:30 Buses depart for Hollywood Bowl
- 7:00 Reception/Dinner/Concert

FRIDAY

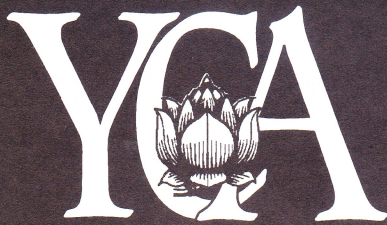
AUGUST 6, 1999

- 8:00 – 8:45am Orientation
- 9:00 – 10:15 Virtuoso Visitors
- 9:00 – 10:15 Contract Negotiations
- 9:00 – 10:15 Youth Orchestras on Tour
- 10:30 – 11:45 Fundraising Solo
- 10:30 – 11:45 Basics and Beyond
- 10:30 – 11:45 Études Symphonique
- 12:00 – 2:00pm Luncheon to honor Mehli Mehta
- 2:30 – 3:45 High Scoring Special Events
- 2:30 – 3:45 Orchestrating Harmony
- 2:30 – 3:45 Administrative Soloists
- 4:45 Buses depart for Getty Center
- 7:30 – 9:00 Tour the Getty Museum

SATURDAY

AUGUST 7, 1999

- 8:00am – 12:00 Power Seminar: The Successful Trustee
- 9:00 – 10:30 Audience Participation
- 10:30 – 11:45 The Art of Sound in New/Old Halls
- 10:30 – 11:45 Billboards and Brainstorms
- 12:00 – 2:00pm Luncheon: Bruce Broughton, speaker
- 2:30 – 4:00 Closing Session: Danny Newman, speaker
- 5:30 Buses depart for LA County Arboretum
- 7:30 – 10:00 Festival on the Green
California Philharmonic concert



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ELINA VÄHÄLÄ*

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NAOKO SHIMIZU

cello

JAN-ERIK GUSTAFSSON
RAFAL KWIATKOWSKI*

flute

MIMI STILLMAN*

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STEPHAN LOGES
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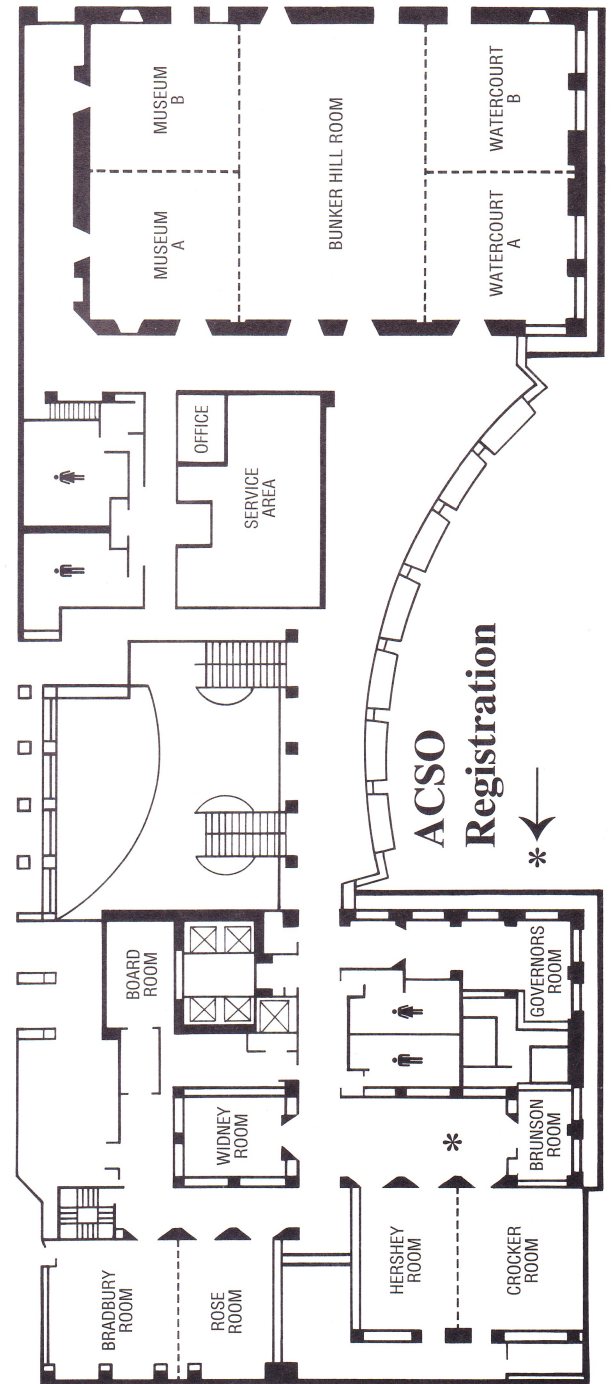
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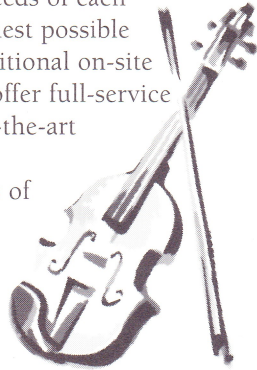
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CONFERENCE NOTES

CONFERENCE REGISTRATION,

TICKETS AND RESOURCE ROOM

Crocker/Hershey Foyer

Hours:

Wednesday, August 4	5:00 pm – 8:00 pm
Thursday, August 5	9:00 am – 3:00 pm
Friday, August 6	8:00 am – 5:00 pm
Saturday, August 7	8:00 am – 11:00 am

- 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.
- Luncheon tickets must be purchased the day before the event to ensure your inclusion.

RESOURCE ROOM

- Coffee Cafe
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- Artist Manager Brochures and Rosters
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- The Tuneful Boutique
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THE TUNEFUL BOUTIQUE

All proceeds benefit ACSO

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

PLEASE WEAR YOUR NAME BADGE AT ALL TIMES

You must be a registered Conference delegate to attend sessions.

From the producers of "A Century of Song"
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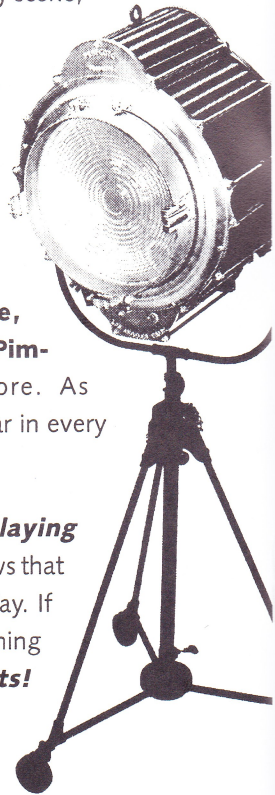
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Special thanks to the following friends of ACSO who have provided in-kind services or merchandise during the year or for the Annual Conference.

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Hotel Inter-Continental, LA
Susan Koza, Marketing Director,
Monterey Symphony
Los Angeles Philharmonic and Hollywood Bowl
Monterey Symphony (airline tickets)
Radisson Miyako Hotel, San Francisco
San Francisco Symphony
See's Candies
SuperShuttle
Sutter Printing, Sacramento
Joseph Truskot
Betty Ustach

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

Jim Medvitz, 1999 Conference Chair
ACSO's Tuneful Boutique
Larry Balakian
Bobbie Cusato
Marge Gates
Sue Jordan
Sharon McNalley, Chair

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.

1998 – 1999

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Baroness Leni Fe Bland	Santa Barbara Symphony
Cortlandt B. Fengler	San Mateo
Polly Fisher	Santa Rosa
Ronald Gallman	San Francisco Symphony
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Sue Jordan	Oakland Youth Orchestra
Diane S. Lent	Modesto Symphony
Robert Lippert	Fresno Philharmonic
Sharon C. McNalley	Los Angeles Chamber Orchestra
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Downey Symphony
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San Francisco Symphony
La Jolla Chamber Music Society
San Luis Obispo Symphony
Pacific Symphony Orchestra
Pasadena Pops
Pasadena
San Diego Youth Symphony
Peninsula Symphony Youth Orchestra
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UCLA
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Lisa Wood Design

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WEDNESDAY**AUGUST 4, 1999**

3:00pm – 4:30pm

Boardroom

ACSO Board Meeting

5:00pm – 8:00pm

Hershey/Crocker Room

Registration and Vendor set-up

THURSDAY**AUGUST 5, 1999**

9:00am – 3:00pm

Hershey/Crocker Room

Registration

9:00am – 9:45am

Governors Room**ALL****Tune Up Time: Conference Orientation**

One of the things that makes this Conference different from any other is its emphasis on the personal touch. Before the downbeat, take

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**THURSDAY****AUGUST 5, 1999**

advantage of our orientation and learn how to get the most out of your Conference experience.

*Karine Beesley, Foundations Manager,
Los Angeles Opera*

*Joseph Truskot, Executive Director,
Monterey Symphony*

9:00am – 2:00pm

Museum A & B Room**B****1. Classical Themes for Maximizing Volunteer Potential Workshop****V**

This five-hour master class explores proven methods to boost your volunteers' performance and productivity, including recruitment, training and identifying future leadership. Box lunches are available for purchase.

Coordinators:

*Bobbie Cusato, Board Member,
Long Beach Symphony*

*Judith Jelinek, Board Member,
Philharmonic Society of Orange County*

Identifying Future Leaders

*Ruby Simpson, Founding President,
Claremont Young Musicians Orchestra*

Volunteer Benefits and Responsibilities

*Debbie Chinn, Director, San Francisco Symphony
Volunteer Council*

Recruit and Retain

*Mary Jo Mizer, Retired Sr. Manager Procurement,
Boeing Company*

Restructure and Renew

*Barbara Rathbun, Charter President, Ovation
Marya Hughes, Volunteer Coordinator,
Long Beach Symphony*

Harmonizing the Fit

*Darilyn Thordsen, President of The Committees,
Philharmonic Society of Orange County*

Session sponsored by Dr. Sylvia Shepherd

10:00am – Noon

Mayman Hall, at the Colburn School of Performing Arts

C 1. Mum's the Word:
Conducting — a Nonverbal Communication

MU

In this day and age of few, one, or no rehearsals, and auditions of 30 minutes or less, the effectiveness of our conducting technique is ever more important in music making. The workshop will utilize an ensemble made up of a string quintet and two pianos. Standard repertoire will serve as the basis for the workshop so that everyone may concentrate on the tasks at hand, no pun intended.



*Carl St. Clair, Music Director,
Pacific Symphony Orchestra*

*Session sponsored by Janice Johnson and
James T. Medvitz*

10:00am – 11:30am

Bradbury Room

B 1. Score a California Arts Council Grant

D

EX

F

A walk-through of the CAC grant application by a former panelist and an Arts Council staff member will clear up misconceptions and ambiguities in filling out the form and tape submission. Learn how to write a clear, concise grant and what the panelists are looking for.

John Alexander, Artistic Director, Pacific Chorale

*Scott Heckes, Organizational Support Program
Director, California Arts Council*

*Jim Medvitz, Operations Director,
Pacific Symphony Orchestra*

Rose Room

ALL 2. Ascending Scales: Retire as a Millionaire!

Prepare for your future as diligently as you prepare for performance. Two orchestra managers turned financial planners discuss sound financial planning and offer insight on programming your assets for future seasons.

*Jim Ruggirello, Financial Advisor,
Morgan Stanley Dean Wittier*

*George Sinclair, Investment Advisor;
Executive Director, Sacramento Opera*

Noon – 2:00pm

Bunker Hill Room

\$ Backstage Pass: Peer Forums

ALL

Here it is! Your chance to build your network by meeting, mingling, and exchanging information with your colleagues. Box lunches are available for purchase.

*Coordinator:
Geoffrey Fontaine, Executive Director,
Pasadena Symphony*

Peer Forum Tables

Table 1 Managers & Trustees/Orchestras with budgets up to \$250,000

*Bill Morgan, Executive Director,
La Jolla Symphony & Chorus*

Table 2 Managers/Orchestras with budgets of \$250,000 – \$500,000

*Sandi Sigurdson, Executive Director,
San Luis Obispo Symphony*

Table 3 Managers/Orchestras with budgets of \$500,000–\$1,000,000

*Paul Gutierrez, Executive Director,
Modesto Symphony*

Table 4 Managers/Orchestras with budgets over \$1,000,000

*John Forsythe, Executive Director,
Pacific Symphony Orchestra*

Table 5 Managers & Trustees of Youth Orchestras

*Sue Rumley, Executive Director,
San Diego Youth Symphony*

Table 6 Development Directors

*Christopher Minnes, Director of Development
UCLA Performing Arts*

Table 7 Marketing & Public Relations Directors

*Cindy Loeffler, Director of Marketing,
Long Beach Symphony*

Table 8 Operations/General Managers

*Jim Reeves, General Manager,
New West Symphony*

- Table 9 Finance Directors
Terry Schomburg, Director of Finance,
Pacific Symphony Orchestra
-
- Table 10 Education Directors and Education Volunteers
Sue Knussen, Director of Education,
Los Angeles Philharmonic
-
- Table 11 Board Presidents/Orchestras up to \$500,000
-
- Table 12 Board Presidents/Orchestras over \$500,000
Jim Beard, President,
Modesto Symphony
-
- Table 13 Chorus Staff and Volunteers
Julie Bussell, Executive Director,
Pacific Chorale
-
- Table 14 Artists Managers
Amy Carson-Dwyer, Artist Manager,
Colbert Artists Management

Widney Room

Conductors
Larry Granger, Music Director,
Santa Cruz County Symphony

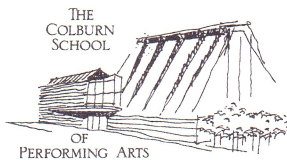
2:30pm – 3:30pm

ALL

Tour of The Colburn School of Performing Arts

Adding to downtown LA's "cultural corridor," the 55,000-square-foot Colburn School opened in July 1998. Highlights of the facility include the 416-seat Zipper Concert Hall, Mayman Recital Hall, and the reconstructed 900-square-foot hexagonal studio of violinist Jascha Heifetz. The studio was designed by Lloyd Wright (the son of Frank Lloyd Wright) in 1946.

Please sign up for tour at the ACSO Registration area.



3:45pm – 4:45pm

Bradbury/Rose Rooms

ALL

Bravo!
ACSO Annual Meeting
Most Valuable Player Awards Presentation

Joseph Truskot, President, ACSO;
Executive Director, Monterey Symphony

5:15pm

Board buses at sidewalk at Hotel's main entrance

5:30pm

Buses depart for Hollywood Bowl

7:00pm

\$

Reception, Hollywood Bowl Museum Picnic Supper and Concert

8:30pm

ALL

Los Angeles Philharmonic
Eri Klas, Conductor
Vadim Repin, Violin

Borodin: Prince Igor Overture
Shostakovich: Violin Concerto No. 1
Musorosky/Ravel: Pictures at an Exhibition

Reception sponsored by the Los Angeles Philharmonic

Hollywood
BOWL



8:00am – 8:45am

Governors Room

Tune Up Time Redux:
Conference Orientation

*Karine Beesley, Foundations Manager,
Los Angeles Opera*

9:00am – 10:15am

Bradbury Room

1. Virtuoso Visitors

AM

The Guest Artist brings added depth to your musical presentations... and added considerations for you and your staff. Let an expert guide you through concert planning and execution including information about airline vouchers, visas, and new rules on immigration and taxation.

F

O

Y

*Sandra Fenton, Assistant Operations Director,
Pacific Symphony Orchestra*

Laura Hong, Associate, ICM

*Laura Spino, Program Manager, Classical Series,
Hollywood Bowl*

Session sponsored by James T. Medvitz

Museum A Room

2. Key Signatures: Strategic Approaches to
Contract Negotiations

B

EX

MU

Successful contract negotiations involve careful preparation and clear communications. Skilled representatives from two leading ensembles discuss the fine points of bringing your musicians to the dotted line.

Host:

*Jung-Ho Pak, Artistic Director,
San Diego Symphony*

Speakers:

*Josh Feldman, Personnel Director,
San Francisco Symphony*

*Thomas Gerdom, Interim Executive Director,
San Diego Symphony*

Museum B Room

3. Major Scales, Minor Musicians:
Youth Orchestras on Tour

B

C

EX

Y

This session will highlight practical aspects of touring and will also teach you how to handle the sticky situations that arise during the tour —

20

and they will! The better prepared you are, the smoother your trip will go.

Moderator:

*Ron Gallman, Director of Education,
San Francisco Symphony*

Speakers:

*Michael Morgan, Music Director,
Oakland Youth Orchestra*

*Tom Serene, Executive Director,
Stockton Symphony*

10:30am – 11:45am

Rose Room

B

D

1. Fundraising Solo: The One-Person
Development Department

Jack of all trades, chief cook and bottle washer — what you need to know when you are called upon to wear multiple hats. Emphasis on creating an inclusive development plan for your road map to success.

Host:

Barbara Beerstein, Management Consultant

Speaker:

*Nancy Shilling, Development Director,
Pacific Symphony Orchestra*

Museum A Room

B

C

MU

V

2. Basics and Beyond:
Musicology in One Easy Lesson

New members are asked on the Board for a lot of reasons, but maybe not for their classical music expertise. Back by popular demand, this lively and humorous session will teach you everything you need to know to be music-wise, including musical ideas, why the concert format is as it is, and amusing anecdotes about famous musical personalities you can share at cocktail parties.

Moderator:

*Paul Gutierrez, Executive Director,
Modesto Symphony*

Speakers:

*Asher Raboy, Music Director,
Napa Valley Symphony*

*John Steinmetz, Principal Bassoonist,
LA Opera*

Session sponsored by

Geraldine C. & Emory M. Ford Foundation

21

Museum B Room

E

3. Études Symphonique

EX

How can we educate as well as entertain? This session provides an opportunity to explore models of symphony programs that have comprehensive interdisciplinary components — from conception through implementation.

MU

V

Moderator:

*Pamela French, Director of Education,
Pacific Symphony Orchestra*

The Beethoven Festival

*Lori Burrill, Director of Special Projects,
Philharmonic Society of Orange County*

*Judith Jelinek, Board Member,
Philharmonic Society of Orange County*

The Britten War Requiem

*Joan Lounsbury, Executive Director,
Santa Rosa Symphony*

*Session sponsored by Keyboard Division,
Yamaha Corporation of America*

Noon – 2:00pm

Bunker Hill Room

\$

ALL

Applause! Applause!
Luncheon to Honor
Mehli Mehta

*Music Director Emeritus,
American Youth Symphony*

*The Pacific Trio:
Endre Balogh, violin
John Walz, cello
Edith Orloff, piano*

*Luncheon sponsored by
Columbia Artists Management, Inc.*



2:30pm – 3:45pm

Rose Room

B

1. High Scoring Special Events

D

V

Turn up the volume at your next gala. Imaginative and energetic orchestra volunteers annually present fun, lucrative and innovative fund raisers which secure needed dollars and wider publicity. We'll share great ideas for both volunteers and development staff.

Moderator:

Kam Capik, President, Modesto Symphony Guild

Peninsula Music Fair

*Sharon Guthrie, President, Peninsula Committee
for Los Angeles Philharmonic*

*Phyllis Sherwood, Immediate Past Chair,
Peninsula Music Fair*

Classic Golf Tournament

*Steve Cohn, Board Member,
Long Beach Symphony*

Big Toys for Big Boys

*Clair Burt, Past President,
Pacific Symphony Orchestra League*

Symphony Classics

*Mary Briccetti, 1998 Gala Chair,
Redlands Symphony*

Museum B Room

AM

C

EX

MU

Y

2. Orchestrating Harmony: It's the Music!

Learn to revitalize your musical forces via repertoire, artists and situations that can develop your orchestra's playing and morale.

*Joseph Truskot, Executive Director,
Monterey Symphony*

*Bernard Rubenstein, Former Music Director,
Tulsa Philharmonic; Music Director, San Juan
Colorado Symphony*

Session sponsored by

Geraldine C. & Emory M. Ford Foundation

Museum A Room

B

3. Administrative Soloists:
How to Select and Use a Consultant

EX

When should you bring in an administrative "guest artist?" We'll hear various ways to use consultants and how best to choose your specialists.

Bruce Thibodeau, Arts Consulting Group
Franklin Fine, Consultant, Fine Consulting, LLC
Barie Segall, Association Director,
Executive Service Corporation

4:15pm

Board buses at sidewalk at Hotel's
main entrance

4:30pm

\$

Buses depart for the Getty Center

ALL

A box dinner will be served on the bus. Enjoy a self-guided tour of the J. Paul Getty Museum. The buses will return to the Hotel when the Museum closes at 9:00pm.



8:00am – Noon

Museum A & B Room

Includes Continental Breakfast

\$

B

EX

V

Power Seminar:
Effective Trustees, Winning Boards

There are many facets to being a first-rate trustee. With an overview of reasonable aspirations for board members by a leading panel of experts, you'll deepen your awareness of the issues facing boards today and in the future.

You will get clarification of what your role is in the long range planning process, board versus staff roles, pointers on how to look at the financial picture, working with the music director, learning about contributed support, where board members can be effective in marketing, and what the nominating committee really should do.

Hosts:

Rob Birman, Executive Director,
Santa Barbara Symphony

Corty Fengler, Management Consultant

Panel:

Nicky Carpenter, Past President,
Minnesota Orchestra

Douglas K. Freeman, President,
Pacific Symphony Orchestra

John Forsythe, Executive Director,
Pacific Symphony Orchestra

Seminar sponsored by Merrill Lynch

9:00am – 10:30am

Rose Room

EX

1. Audience Participation

M

An expert in arts information from the world's oldest research company will teach you how everything you do in your orchestra, from collateral material to fundraising, can benefit from a keener understanding of your audience.

Host:

*Rebecca Menes, Director of Marketing,
Pacific Symphony Orchestra*

Speaker:

*Paul Leimberger, Senior Vice President and
Managing Director, Roper Starch Worldwide Inc.*

10:30am – 11:45am

Bradbury Room

C

1. The Art of Sound in New and Old Halls

EX

M

MU

O

You know that your hall's acoustic is important to the performance and the enjoyment of your audience, but do you know how it can be improved? Hear from the experts how you can enhance your hall for the optimum musical experience.

Moderator:

*Shirley Lewis, Director, Capital Campaign,
San Jose Symphony*

Speakers:

*R. Lawrence Kirkegaard, Acoustician,
Kirkegaard & Associates*

*Leigh Breslau, Architect,
Skidmore, Owings & Merrill*

Watercourt A Room

D

2. Billboards and Brainstorms:
Publicity in the Neighborhoods

M

Expand your media contacts beyond the usual suspects and find new avenues to promote your orchestra.

Moderator:

*Norma Flynn, Director of Publicity and
Promotions, Los Angeles Philharmonic*

Speakers:

*Vanessa Butler, Director of Publicity,
Hollywood Bowl*

*Judy Davidson and Tim Choy, Davidson & Choy,
Public Relations*

Session sponsored by Navigator Press

Noon – 2:00pm

Bunker Hill Room

\$

ALL

Luncheon

"A Symphony for Tuesday"

Have you ever wondered what a movie would be like without music, or how a composer takes his cues from the producer to create the emotion and drama you experience in the theater? You will enjoy listening to a pre-eminent classical and film composer show you how his part of movie-making comes together.

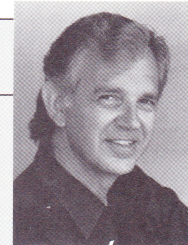
Introduction:

*Nancy Knutsen, Vice President of
Film and Television, ASCAP*

Speaker:

*Bruce Broughton, Composer, Governor of the
Academy of Motion Picture Arts and Sciences;
President of the Society of Composers
and Lyricists*

Luncheon sponsored by ASCAP



2:30pm – 4:00pm

Watercourt Room

ALL

Closing General Session
"Your Ticket to Success!"

Author of the highly-acclaimed *Subscribe Now!* (the arts marketing "bible") and father of subscription-based audiences worldwide, Danny Newman will share how to successfully build your own subscription-based audience in today's market—despite all the lifestyle changes since his book was written over 30 years ago.

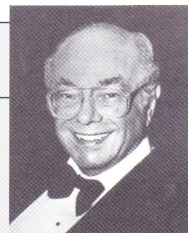
Introduction:

*Lisa Bury, Director of Development,
Long Beach Symphony*

Speaker:

*Danny Newman, Public Relations Counsel,
Lyric Opera of Chicago*

*Session sponsored by Lloyd E. Rigler-
Lawrence E. Deutsch Foundation*



5:15pm

Board buses at sidewalk at Hotel's
main entrance

5:30pm

\$ Buses depart for Los Angeles County
Arboretum

7:30pm – 10:00pm

ALL

Festival on the Green

California Philharmonic Orchestra

Victor Vener, Music Director

*A program of Strauss, Puccini, Ravel,
Rimsky-Korsakov*

Enjoy an outdoor concert in a park-like setting.
Table seating is available for 40 delegates only;
food is available for purchase from \$8.50 – \$20.



*Thank you for attending the
31st ACSO Conference.*

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Win!

MUSICAL DRAWING

Help us reach our 1998/99 Annual Fund Goal! Give a gift of \$31 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these prizes:

GRAND PRIZE Value \$2,500

Carmel Valley Get-A-Way

- Round of golf for two including cart, Carmel Valley Ranch.
- Day of tennis lessons and lunch for two, John Gardiner's Tennis Ranch, Carmel Valley.
- Retreat package at Bernardus Lodge. Includes two night's stay in deluxe king room, dinner for two, 100-minute couples spa treatment.
- 2 tickets to Monterey Bay Aquarium, the National Steinbeck Center and the Monterey Symphony.

A Team-Building Retreat Value \$1,500

With up to 15 participants

Bruce Thibodeau, Arts Consulting Group

San Francisco Get-A-Way Value \$450

- 2 nights at the Radisson Miyako Hotel Japan Town, San Francisco
- 2 tickets to a concert in the 1999/00 San Francisco Symphony.

Los Angeles Get-A-Way Value \$450

- 2 bench seats to a 1999 Hollywood Bowl Concert.
- 1 night at the Hotel InterContinental.

8 Tickets to: Value \$400

The Long Beach Municipal Band Summer Concert and Cruise on the Festa Paradiso Party Boat, Thursday, August 12, 1999

- Includes hors d'oeuvres, dinner, champagne.

4 Tickets to: Value \$125

A 1999/00 Long Beach Pops or Classics Concert

Gift Basket of Wines and Accompaniments Value \$50

See an ACSO board member or make your donation at the registration desk. The drawing will take place at the Closing General Session on Saturday. You need not be present to win.

1 chance for \$31

2 chances for \$55

5 chances for \$100

All concerts and hotel rooms subject to availability.

HUNSTEIN ARTISTS 2000 - 2001

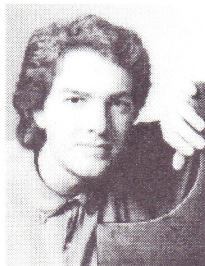


Kyung Sun Lee
violin

An interpretation of exceptional artistry, rich in sound and deeply felt.
The Strad

Eugene Albulescu
piano

He is a first rate pianist with strong fingers and a strong interpretive perspective as well.
Fanfare



Hai-Kyung Suh
piano

enormous flair and almost dizzying dexterity.
The Miami Herald

Hyperion Knight
piano

played Saint-Saëns Concerto #1 with intoxicating élan, brilliant dexterity and a shimmering nuance.
The New York Concert Review



Anthony Brown
baritone

a perfectly placed voice, authoritative, yet as big and penetrating and warm as the sunshine.
The Kitchener Ontario Record



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ROBERT FRIEDMAN PRESENTS

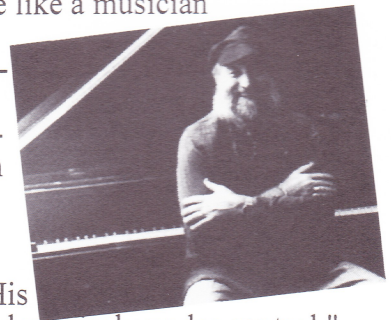
Terry Riley, pianist

"(Riley) played the piano and sang for two hours, acting more like a musician in mid-career than a movable shrine set before Minimalist worshippers... Mr. Riley carries jazz improvisation into his own sophisticated world ...

This is first of all a wonderful pianist ... His colors are gorgeous and precisely under control."

- Bernard Holland, The New York Times

"Terry Riley is reluctantly the king of everything ... godfather of music." - San Francisco Bay Guardian



Angela Au, pianist

At the age of 11 Angela Au made her debut as Hong Kong's youngest-ever soloist in a piano recital. Four months later she was chosen to play for Queen Elizabeth II.

"Au's aplomb in shaping its three delectable themes was for variety of tone quality, technique and a sheer panache -- a joy to hear."

- The Philadelphia Inquirer



Lara Downes, pianist

Lara Downes began studying the piano at age five and pursued her advanced studies at the Hochschule for Music in Vienna under Hans Graf and in the Concert Class of Rudolph Buchbinder at the Music Academy in Basel. Since making her London debut in 1988 at the Queen Elizabeth Hall, Lara has performed throughout

Europe and America. She made her New York debut at Carnegie Hall's Weill Recital Hall in March 1995 and has recorded for Helicon.

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Liona Boyd

“The ticket sales for Liona’s fantastic performance of *Concerto of the Andes* were by far the largest for any of our concerts this year, and I never before heard our audience burst into spontaneous applause between movements or give such a huge ovation. She took our music scene by storm!”

- David Parker, President
Greensboro Symphony Orchestra

CONTACT —

JOHN SIMON

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