



Association of California Symphony Orchestras

34th annual conference

"It's the Music That Brings Us Together"

Chords of

Harmony



AUGUST 1-3 2002

HOSTED BY

THE

SAN FRANCISCO
SYMPHONY

Michael Tilson Thomas
Music Director

HOTEL NIKKO

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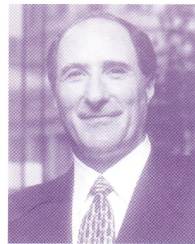
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Welcome...

All of us at the San Francisco Symphony are honored that the Association of California Symphony Orchestras has chosen us to host its 34th Annual Conference. I'd like to welcome you to our city and to this great program in which delegates share expertise and celebrate music.

One of the ideas that we should constantly communicate is that concert music is for everyone, that it's not simply a pastime for the privileged. In that spirit, I want to emphasize



how important it is that orchestras from across California –orchestras large and small – each year set aside time to gather, pool mental resources, and examine ways to bring music to our audiences and our audiences to the music. We are in this together, and the more we learn from each other – about what to do and what

not to do, about ways to manage, ways to dream, and ways to spread the word about music – the more we'll be doing for the quality of life in our communities.

I wish you a productive week of business. Welcome to San Francisco.

*John D. Goldman, president
San Francisco Symphony*

** Always do
a count of guests
in room.*

Greetings...

On behalf of the ACSO board of directors, I welcome you to the 34th Annual Conference, "Chords of Harmony."

As always, this Conference provides us an opportunity to reconnect with our colleagues and friends and commiserate about our mutual challenges. The ACSO board has worked hard throughout the year to continue to improve the Association's services to the membership. ACSO's staff always

stands ready to respond to your call. With the leadership of ACSO board member and Conference chair, Camille Reed, a variety of stimulating seminars and practical sessions targeted at all members of your organization have been developed for this Conference. These meetings will stimulate lively interchange among us and provide the important technical assistance we need.



I urge you to take full advantage of the Conference offerings these next few days, especially the ancillary events that provide an opportunity to renew acquaintances and to meet some new colleagues.

I wish you all a satisfying and invigorating Conference experience.

Kind regards,

Jim Medvitz, president
ACSO

WEDNESDAY, July 31, 2002

- 3:00 - 4:30 ACSO Board Meeting
6:00 - 8:00 Registration & Vendor Set-up

THURSDAY, August 1, 2002

- 9:00 - 9:45 Conference Orientation
9:00 - 11:00 The Essential Library & SFS Library tour
10:00 - 10:45 Orchestral Études: California Orchestra Trends and Statistics
11:00 - 1:00 Peer Forums
Score Study: Realizing the Composer's Dreams
Critic Provocateur: Media Matters
2:45 - 3:45 Opening General Session with Keith Lockhart
4:00 - 5:00 MVP Awards/ACSO Annual Meeting
6:00 - 7:30 SF Conservatory of Music Concert Hall Cocktail Party
8:00 San Francisco Symphony Concert
Post-concert reception hosted by the SFS, Wattis Room

FRIDAY, August 2, 2002

- 9:00 - 12:00 Harmonic Analysis for Trustees: Power Seminar
9:00 - 10:15 Music Directors as Effective Fundraisers
Mentoring Maestros: Youth Orchestra Artistic Leadership
Working with Graphic Designers and Printers
Staffing the Staff: Personnel Recruiting
10:30 - 11:45 Diversifying Your Income Stream
It's Elementary! How to Build Relationships with Schools
Techno-Babble and Encrypted Harmonics: Technology You Must Know
Lament: Where Have All the Volunteers Gone?
12:00 - 2:00 Luncheon: ACSO honors Corrick Brown, conductor laureate, Santa Rosa Symphony
2:30 - 4:00 An Endowment and Planned Giving Primer
Rules of the Game: Parliamentary & Other Board Procedures
Festivals and Mixed Media Programming
Funding Youth Orchestras
4:30 - 6:30 Volunteers' Adventure at Repeat Performance
6:00 Teatro ZinZanni doors open
6:30 Teatro ZinZanni

SATURDAY, August 3, 2002

- 9:00 - 10:30 Fill those Empty Seats!
No-cost, Low-cost Education Programs
Extraordinary Requests in Extraordinary Times
10:45 - 12:00 Does Your Board have Enron-itis?
The Sound of Money: Special Event Fundraising
The Art of Audition Planning
12:00 - 2:00 Luncheon: Guest Speaker Jon Nakamatsu ✓
2:30 - 4:00 Special interest meetings / Interview job candidates
4:00 Buses depart for Sonoma State University,
Festival on the Green
6:00 Dinner alfresco
Santa Rosa Symphony Orchestra concert

SUNDAY, August 4, 2002

- 10:00 - 12:00 Barbary Coast Trail Self-guided Tour
2:00 - 4:30 Stern Grove Festival

Juanita Alloa



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- Paige Satler, San Diego Chamber Orchestra

*"Juanita was enormously successful as soloist
with the Stockton Symphony. Her technique
was fluent, her phrasing mature, and her
singing charged with dramatic emotional
impact - Juanita is a born performer!"*

- Maestro Peter Jaffe, Stockton Symphony

"Juanita has it all - She is a great talent!"

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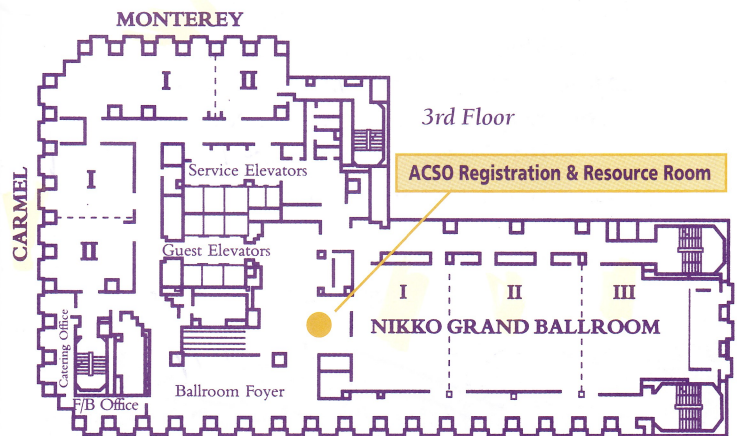
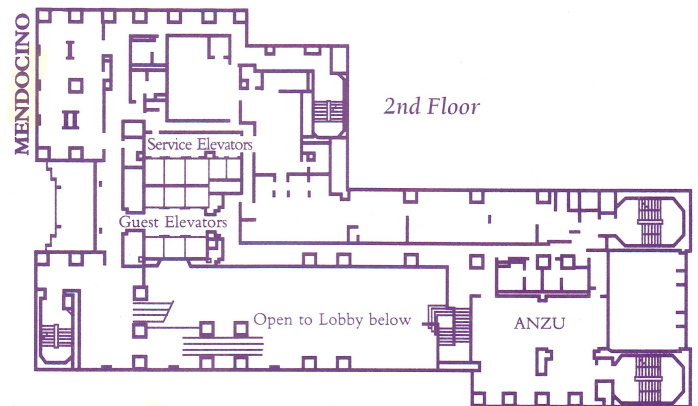
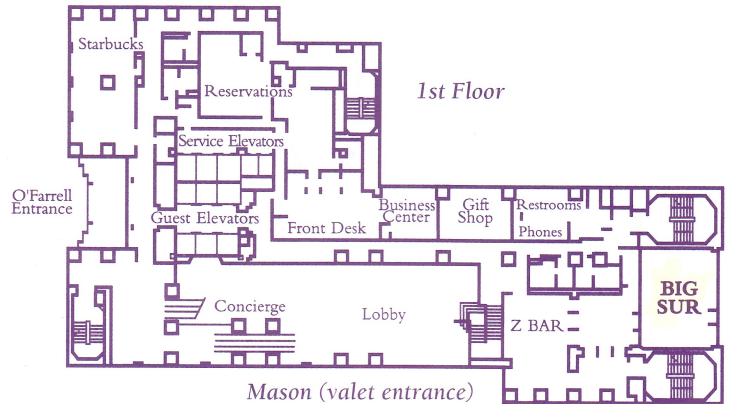
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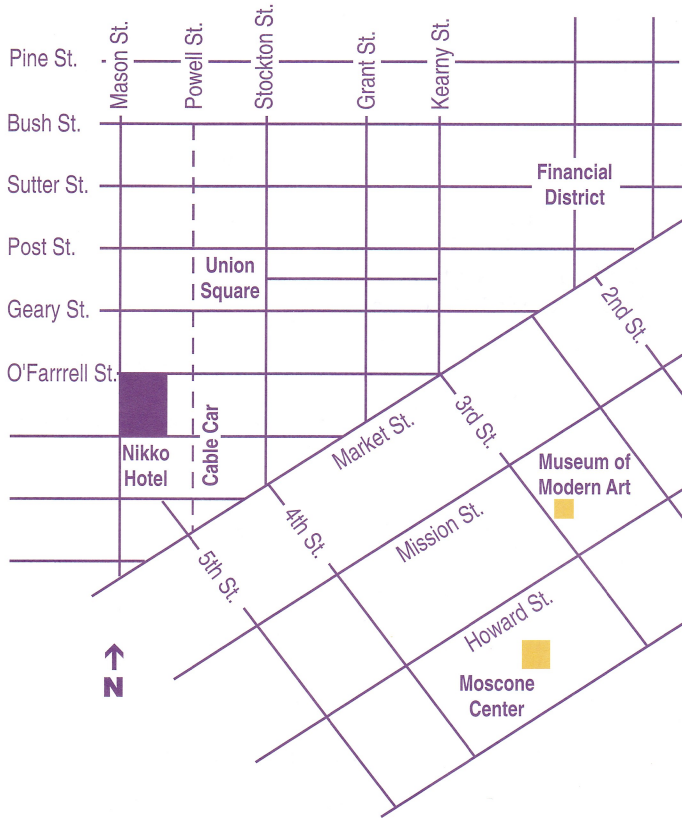
Camille Reed, 2002 Conference chair
executive director, Modesto Symphony

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

Dan Bacon
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Checkers Hotel, Los Angeles
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Delicato Vineyards, Modesto
Hotel Nikko, San Francisco
Mark A. Jordan
Kitchen Outfitters, Long Beach
Long Beach Symphony
Los Angeles Chamber Orchestra
Los Angeles Opera
Los Angeles Philharmonic, Hollywood Bowl
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Modesto Doubletree Hotel
Monterey Symphony
Pacific Symphony Orchestra
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Philharmonia Baroque Orchestra
Philharmonic Society of Orange County
San Diego Youth Symphony
San Francisco Conservatory of Music
San Francisco Opera
San Francisco Symphony
San Francisco Symphony Volunteer Council
Sherman Clay, San Francisco
South Coast Plaza, Orange County
Stern Grove Festival
Stockton Symphony
Teatro ZinZanni
Westin Mission Hills Resort
Wyndham Hotel Orange County

Sharon McNalley, Tuneful Boutique chair
board member, Phiharmonic Society of Orange County

Thank you to the many organizations who have donated clever and interesting items to the ACSO Boutique. We are delighted to showcase your orchestra's wares.



Conference Registration, Tickets and Resource Room

Nikko I

Hours

Registration and Vendor Set-up

Wednesday, July 31	6:00 pm - 8:00 pm
Thursday, August 1	8:00 am - 4:00 pm
Friday, August 2	8:00 am - 4:00 pm
Saturday, August 3	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.
- Luncheon tickets must be purchased at least one day before the event to ensure your inclusion
- Tickets for meals or concerts cannot be exchanged or refunded.

Resource Room

- Coffee Café, sponsored by Young Concert Artists
- Orchestra Brochures
- Artist Manager Brochures and Rosters
- Vendor Information
- Computer Information
- The Tuneful Boutique

Don't forget to shop at the Tuneful Boutique

All proceeds benefit ACSO

PLEASE WEAR YOUR NAME BADGE AT ALL TIMES while in the hotel or attending activities at any of the other venues. You must be a registered Conference delegate to attend sessions. We recommend that you do not wear your name badge while walking outside.

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

Year of the Arts



California
Arts Council

Help us reach our 2001/02 Annual Fund Goal of \$15,000! Give a gift of \$35 or more to the ACSO Annual Fund during the Conference and you will be eligible to win these great prizes:

GETAWAYS & OTHER GOODIES

Puerto Vallarta Condo

One week (October 25 to November 1, 2002) in a studio ocean-front Puerto Vallarta condominium
Bobbie Cusato

Golf Getaway

Two-night stay for two with a round of golf at Westin Mission Hills Resort, Rancho Mirage

Carmel Valley Retreat

Two-night retreat package for two at Bernardus Lodge, Carmel Valley

Cookware Gift Basket

Kitchen Outfitters, Long Beach

Wine Gift Basket

Paso Robles Vintners and Growers Association
Sheila E. Griffie

\$500 South Coast Plaza Shopping Spree

South Coast Plaza Management

SAN FRANCISCO EXPERIENCES

Evening at the Theatre

Fisherman's Wharf Marriott Courtyard overnight for two; Tickets for two to Teatro ZinZanni Love, Chaos & Dinner, Pier 29 on The Embarcadero

Hotel Nikko/San Francisco Opera Package

Two-night deluxe accommodations for two with Smooth Jazz Sunday Brunch at the Hotel Nikko; Tickets for two to a performance of the San Francisco Opera

Philharmonia Baroque Orchestra Extravaganza

Concert tickets and more

Win!

MUSICAL PACKAGES

LACO Treat

Pair of Los Angeles Chamber Orchestra tickets with overnight and breakfast at Checkers Hotel

LA Opera Adventure

Pair of tickets to a performance of the Los Angeles Opera 2002-03 season

Los Angeles Philharmonic & Hollywood Bowl Box

A box for four at the Hollywood Bowl (August or September 2002)

Modesto Interlude

Two premiere seating tickets for *Legendary Artist in Recital*, Garrick Ohlsson performing an all-Chopin program Friday, October 25, 2002 at 7:30 p.m., plus one night's accommodation including breakfast at the Doubletree Hotel in downtown Modesto

Pacific Symphony Sojourn (2 winners)

A weekend of shopping and dining in elegant South Coast Plaza, plus two tickets to a Pacific Symphony Orchestra performance

Pasadena Symphony Package

Concert tickets and overnight stay for two at the Pasadena Hilton

Philharmonic Society of Orange County Premier Weekend

Two-night stay for two at the Wyndham Hotel October 18-19, 2002; Two tickets to the *La Orquesta la Pasion*, West Coast Premier of *La Pasion Segun San Marcos*, composed by Osvaldo Golijov

Viennese Charm

Four tickets to "A Night in Vienna" Ball January 2003 (date TBA), Balboa Park Club, San Diego Youth Symphony; Dance to Strauss waltzes and Polkas

All That Jazz

Two tickets to the Stockton Symphony's Dave Brubeck Festival, April 2003

See an ACSO Board member or make your donation at the registration desk. The drawing will take place at the luncheon on Saturday, August 3, 2002. You need not be present to win.

■ Disclaimer: Out of respect to our donors, prizes are not transferable. All concerts and hotel rooms subject to availability.

2 chances for \$35

6 chances for \$75

3 chances for \$50

10 chances for \$100

Latin up the Season!

PONCHO SANCHEZ

For the 1st time symphony charts!
Grammy Award Winner!

"The triumph of the Playboy Jazz Festival was the closing set of Poncho Sanchez, he made no attempt to cap everybody, he just let his band kill the people in the usual way. It's a real working band, the Count Basie Orchestra of Latin jazz. . ."

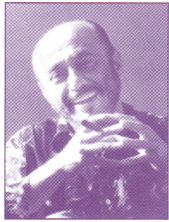
Hollywood Reporter



EDDIE PALMIERI

7 time Grammy Award Winner!

"This is music so vital and joyous. . . a totally celebratory sound, bouncing, shuffling, weaving and grooving along on a beat so mesmeric and soul-wrenchingly right that you want it to go on for ever." *Time Out - London*



Jazz it Up!

EDDIE DANIELS

"Eddie Daniels combines elegance and virtuosity in a way that makes me remember Artur Rubenstein. He is a thoroughly well-bred demon."

Leonard Bernstein



BRUBECK BROTHERS QUARTET



Tanglewood Triumph!

"The audience (of 18,000) was on its feet - Brubeck's tribute to the Pops is graceful; . . . it is easily and unpretentiously assimilative, and dedicated both to musical quality and entertainment value." *The Boston Globe*



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2002-2003



Next Season

- Workshops
- Orchestra Staff Leadership
- Volunteer Retreat
- Mid-Winter Managers' Meeting
- Board of Director Consultations
- Annual Conference in Pasadena

Schedule of Events

WEDNESDAY, July 31, 2002

3 - 4:30 pm **ACSO Board Meeting**
Mendocino I

6 - 8 pm **Registration & Vendor Set-up**
Nikko I

THURSDAY, August 1, 2002

8 am - 4 pm **Learning Leitmotif:
Registration & Resource Room Open**
Nikko I

Learning and sharing resources are the main themes of ACSO's Annual Conference. Our aptly named Resource Room offers attendees the opportunity to leisurely peruse other orchestras' season brochures, participate in software demonstrations, pick up information on artists, and meet with the artists' managers you talk with on the phone.

9 - 9:45 am **Fine Tuning: Conference Orientation**
Carmel I

One of the things that makes this Conference different from any other is its emphasis on the personal touch. Take advantage of our orientation and learn how to get the most out of your Conference experience.

Karine Beesley, executive director, Pasadena Symphony
Mike Morris, president, Ojai Music Festival

9 - 11 am **Minding the Masterpieces:
The Essential Library**
Carmel II

Back by popular demand, this session addresses issues fundamental to a smoothly-functioning music library. Topics include evaluating and maintaining your scores; ordering music and returning it to the publisher; delineating who should do what after the music arrives; markings, copyright issues, and more. Participants will have the opportunity to tour the San Francisco Symphony's library of more than 3600 titles.

John Campbell, librarian, San Francisco Symphony
Laurien Jones, librarian, California Symphony; Fremont Symphony;
New Millennium Strings
Jim Medvitz, VP strategic planning & special projects, Pacific Symphony Orchestra

Session Sponsored by James T. Medvitz

* 25 count @ 9:20

THURSDAY, August 1, 2002

10 - 10:45 am **World Premier: Orchestral Études**
Carmel I

For the first time ever, ACSO has surveyed its member orchestras to discover interesting statistics on ticket sales, marketing, fundraising, orchestra costs and staffing - information that you will want to know to support your grant proposals, decision-making, and general knowledge of the industry. Pick up your report of comparative data at this session.

Patty Gessner, marketing consultant
Kris Sinclair, executive director, ACSO

* 122 count power overflow

11 am - 1 pm **Score Study: Realizing the Composer's Dreams**
Big Sur

A session for conductors, composers, and anyone fascinated by how aural inspirations translate to the written page - this year with an emphasis on the wonderful dilemmas of philosophical and interpretive decisions. Playing many orchestral examples at the keyboard, Jaffe will explore advanced rhythmic topics and harmonic progressions, notational conventions, and several instances in the orchestral repertoire noted for causing interpretive challenges. Bring some of your favorite thorny examples!

Peter Jaffe, music director, Stockton Symphony; faculty member, South Carolina Conducting Institute

John

Sponsored by the Geraldine C. & Emory M. Ford Foundation

11 am - 1 pm **Join the Chorus: Peer Forums**
Nikko II

Here it is - an unparalleled opportunity to build your network by meeting, mingling, and exchanging information with your colleagues.

Sandi Sigurdson, executive director, San Luis Obispo Symphony

AR

Peer Forum Tables

- Table 1 Managers with budgets over \$2 million
Ruth Eliel, executive director, Los Angeles Chamber Orchestra
- Table 2 Managers with budgets \$500,000 to \$1.9 million
Philip West, executive director, Santa Cruz County Symphony
- Table 3 Board Presidents with budgets over \$2 million
Nancy Kivelsen, president, Philharmonia Baroque Orchestra
- Table 4 Board Presidents with budgets \$500,000 to \$1.9 million
Linda Hedgepeth, president, Santa Barbara Symphony
- Table 5 Managers or Board Presidents with budgets under \$500,000
Anastasia Herold, executive director, Fremont Symphony

Count 95 1-10

Count 139 in Peer Forum

- Table 6 Marketing Directors/Staff
Caroline Nickel, director of marketing & PR, Modesto Symphony
- Table 7 Public Relations Directors/Staff
Karen Ames, director of communications, San Francisco Symphony
- Table 8 Development Directors/Staff
Connie Wolfe, director of development, Santa Rosa Symphony
- Table 9 Operations/General Managers
Kathryn Rasmussen, director of operations, Modesto Symphony
- Table 10 Finance Directors/Treasurers
Stuart Burbank, director of finance, Monterey Symphony
- Table 11 Education Directors & Volunteers
Ron Gallman, director of education, San Francisco Symphony
- Table 12 Youth Orchestras
Barbara Stack, executive director, Oakland Youth Orchestra
- Table 13 League & Guild Volunteers
Anne Hamblett, chairman, San Francisco Symphony Volunteer Council
Laura Knerler, executive director, San Francisco Symphony Volunteer Council
There will be a tour of the SF Symphony's Black and White Ball Footprint — from 12:30 to 2 pm.
Bring your walking shoes!

■■■ Conductors with Peter Jaffe's session in Big Sur on the First Floor

\$ Box lunches may be available for purchase.

Session Sponsored by ASCAP

1:15 - 2:30 pm Critic Provocateur: Media Matters

Count Nikko III

Leading journalists address the crucial - and sometimes conflicted - issue of media coverage for classical music in this not-to-be-missed panel discussion.

- Karen Ames, director of communications, San Francisco Symphony*
- Joshua Kosman, classical music critic, San Francisco Chronicle*
- Bill Lueth, manager of operations & programming, KDFC 102*
- Cyrus Musiker, reporter/producer, KQED Radio*
- Henry Tennenbaum, reporter, KRON-TV*
- David Wiegand, Datebook editor, San Francisco Chronicle*

Count 144 people

2:45 - 3:45 pm Opening General Session

Nikko III



Guest Speaker: Keith Lockhart, music director, Utah Symphony; conductor, Boston Pops Orchestra
Welcome:

3:30
Jim Medvitz, president, ACSO; VP of strategic planning & special projects, Pacific Symphony Orchestra

8/10/02
John D. Goldman, president, San Francisco Symphony

Session Sponsored by Columbia Artists Management, Inc.

4 - 5 pm Bravo! ACSO Annual Meeting

Nikko III

Count 109
Most Valuable Player Awards Presentations

Candels
Special Guest: Wayne Brown, director of music & opera, National Endowment for the Arts

6 - 7:30 pm

San Francisco Conservatory of Music Concert Hall Cocktail Party

50 Oak Street (between Van Ness & Franklin)
Welcome and Toast: Mayor Willie Brown (invited)

8 pm

San Francisco Symphony Concert

Keith Lockhart, conductor
Celino Romero, guitar

Program:

Joaquín Turina
Joaquín Rodrigo
Manuel de Falla

Oscar Lorenzo Fernandez
Albert Dominguez
Camargo Guarnieri
Astor Piazzolla
Perez Prado

Danzas Fantásticas, Opus 22
Concierto de Aranjuez
Three Dances from The Three-cornered Hat, Suite No. 2
Batuque from Reisado do Pastoreio
Perfidia
Dansa Brasileira
"Oblivion" from the film Enrico IV
Mambo Jambo

10 pm

Post-concert reception hosted by the San Francisco Symphony in the Wattis Room

Davies Symphony Hall is located at Van Ness and Grove



\$ Advance registration required.
Transportation is on your own.

SAN FRANCISCO SYMPHONY

8 am - 4 pm

**Learningleitmotif Reprise:
Registration & Resource Room Open**

Nikko I

9 am - 12 pm

Power Seminar: Harmonic Analysis for Trustees

golden gate rm.

58/59

San Jose, 2nd Floor

Turn dissonance into dynamic forward momentum. This seminar will help Boards identify potential financial crises and show how the Board members, president and executive director can work in harmony to set goals and realize major accomplishments.

Douglas Gerhart, president and CEO, San Diego Symphony

AV

9 - 10:15 am

**From Core to Score:
Music Directors as Effective Fund Raisers**

Carmel I

unt 38

Successful fundraising begins at the top. Like it or not, the music director is key to the financial health of an organization. Our panel of experts offers a multi-faceted exploration of the often thorny scenario.

Peter Jaffe, music director, Stockton Symphony
Asher Raboy, music director, Napa Valley Symphony
Tom Serene, executive director, Stockton Symphony
Stacey Street, executive director, California Symphony

want
4 arm
mic
chairs

9 - 10:15 am

**Mentoring Maestros:
Youth Orchestra Artistic Leadership**

Carmel II

count 21

Youth orchestra conductors are true educators. From repertoire selection to body language, every move a youth orchestra conductor makes is part of an overall artistic curriculum. Explore the factors involved in selecting a season of challenging and exciting repertoire. Discuss how coaching style from the podium affects the sound of the orchestra. This will be an engaging and energetic discussion appropriate for conductors and administrators alike.

Edwin Outwater, resident conductor, San Francisco Symphony; music director, SFS Youth Orchestra

9 - 10:15 am

**Peace and Harmony Through
Understanding: Working with Graphic
Designers & Printers**

Monterey I

14 count

Learn how to work effortlessly with both printers (who think it's the designer's fault) and designers (who blame it on the printer)! Also, tips for do-it-yourselfers and in-house designing and printing.

Caroline Nickel, director of marketing & PR, Modesto Symphony
Sara Obuchowski, marketing director, Santa Rosa Symphony
Patty Thayer, assistant director, San Luis Obispo Symphony

9 - 10:15 am

Staffing the Staff: Personnel Recruiting

Monterey II

9 count

This session offers practical advice in the basics of a personnel search: forming a search committee, developing guidelines, checking references, and making a final selection. Whether your orchestra budget is under \$300,000 or over \$30 million, there are smart ways to maximize your prospects for finding the "right one."

Nancy Mims, SPHR, director of human resources, San Francisco Symphony

Symphony

Kristine Morris, president, Morris & Berger

10:30 - 11:45 am

**Avoiding Crisis, Celebrating Success:
Diversifying Your Income Stream**

Carmel I

count 43

Your organization is financed through earned and contributed income and their many subcategories. Although we know they are important line items in any budget, we will examine each of them strategically and systematically to determine how they can best assist us in more challenging economic times.

Camille Reed, executive director, Modesto Symphony

10:30 - 11:45 am

**It's Elementary!
How to Build Relationships with Schools**

Carmel II

53 count

Orchestras and schools make great partners. How do we build mutually compatible relationships and programs? A panel of educators from Bay Area schools will discuss strategies that lead to effective engagement with schools and strong programs for schoolchildren.

Ron Gallman, director of education, San Francisco Symphony

Jeanne Imai, career center advisor, San Rafael High School, San Rafael

Mark Lewis, principal, Bret Harte Elementary School, Modesto

Sally Ann Ryan, visual & performing arts administrator, San Francisco Unified School District

10:30 - 11:45 am

Techno-Babble and Encrypted Harmonics

Big Sur

AV

Stop living in the dark ages! Can you tell a PDF from an ASP? Do you think web-based ticketing and fundraising involves some kind of net? Do you still burn through reams of paper trying to keep your Board up to date? Get an overview of some of the ways new technology can help make your operations more efficient.

Moderator: Jed Coffin, finance director, Santa Rosa Symphony

Karine Beesley, executive director, Pasadena Symphony

John Kieser, director operations & electronic media,

San Francisco Symphony

Peter Kingston, principal, HomePod.com

Session Sponsored by Arts eVentures, Inc.

* count

2023

10:30 - 11:45 am **Lament: Where Have All the Volunteers Gone?**

Monterey I

count 35

Review the 4 R's of developing and maintaining an effective volunteer base - research, recruitment, retention, recognition. The refrain may sound familiar, but it's not your mother's volunteer group anymore! This session will explore the realities of our fast-paced society and the essence of today's volunteers.

Debbie Chinn, managing director, California Shakespeare Festival
Bill Petru, assistant chairman, Audience Development and Outreach,
San Francisco Symphony Volunteer Council

12 - 2 pm **Applause! Applause! Luncheon**

Nikko II

*Teat welcome to summer

ACSO honors conductor laureate Corrick Brown, music director of the Santa Rosa Symphony for 38 years. A musical offering is included.



Master of Ceremonies: Polly Fisher, past executive director, Santa Rosa Symphony

\$ Advance registration required.

2:30 - 4 pm **Present-Day Patronage: An Endowment and Planned Giving Primer**

Carmel I

50 count

Wouldn't you love to have a big nest egg that provided a portion of your operating dollars each year? What is an endowment fund and how do I get started? How does planned giving work? This is one session that will get your financial staff humming!

Corty Fengler, consultant
Rick Polse, attorney and planned giving specialist, Community Foundation of Santa Cruz County

Session Sponsored by Liz Summer, Merrill Lynch

2:30 - 4 pm **Rules of the Game: Parliamentary & Other Board Procedures**

Carmel II

33 count AV

Who is "Robert" of Robert's Rules of Order? What constitutes an "executive session"? Is voting by e-mail legal? Are your by-laws in compliance with California Nonprofit Public Benefit Corporate laws? If you're confused, or just curious, this session will set the record straight.

Travis Barrick, professional parliamentarian; member California State Association of Parliamentarians

2:30 - 4 pm **Creative Counterpoint: Festivals and Mixed Media Programming**

Monterey I

35 count

Over four seasons, the Eugene Symphony joined a growing number of festivals and orchestras across the country in exploring what one reviewer called "mixed media" programming: music and theater, music and dance. What worked? What didn't? Find out in this stimulating session on creative musical partnerships.

Cindi Hubbard, arts management consultant
Rebekah Lambert, executive director, Eugene Symphony

2:30 - 4 pm **Hide and Seek: Funding Youth Orchestras**

Monterey II

20 count

What are earned and contributed income? Where are the dollars hidden for youth orchestras? A panel of experts shares ideas and insights on finding income from ALL sources in your budget.

Mike Duckworth, programs director, Young Musicians Foundation
Jim Hogan, executive director, California Youth Symphony
Susan Rumley, executive director, San Diego Youth Symphony
Barbara Stack, executive director, Oakland Youth Orchestra

3 - 5 pm **Volunteers' Adventure at Repeat Performance**

free

Spend an afternoon at Repeat Performance, the San Francisco Symphony's resale boutique shop, and see why this program raises over \$185,000 per year for the SFS. Meet the volunteers who process the intake of donations (household goods, designer clothing, small furniture), tagging of inventory, merchandising and displays. RP has been located in one of SF's premiere shopping districts for the past 30 years. Refreshments provided.

Jeannette Garbarini, retail manager, Repeat Performance

\$ Advance registration required.
One-way transportation to Repeat Performance will be provided. Meet at the valet entrance on Mason.

2436 Filmore (between Washington and Jackson)
(415) 563-3123

6 pm **Teatro ZinZanni**

San free

A unique blend of circus, cabaret and dinner theater, Madame ZinZanni's staff serves up dazzling acrobatics, uproarious comedy and moving music during the course of a lavish five-course meal inside the confines of a posh, handcrafted tent that dates back to 1920s Belgium. Join other Conference delegates and cab down to Pier 29 at the Embarcadero to enjoy one of most interesting nights of your life. The ultimate San Francisco experience!



\$ Advance registration required.
Transportation is on your own. Pier 29 at The Embarcadero. Alcoholic beverages are an extra cost.

8 am - 2 pm

Learning Leitmotif Reprise: Registration & Resource Room Open

Nikko I

9 - 10:30 am

Minimalist Audiences? Fill those Empty Seats!

Carmel I

453 count

Hate to see an empty seat in your hall? You're not alone. This past year has been tough as orchestras struggle with declining audiences. Learn how you can raise your numbers at the box office and in the concert hall.

Mark Elliott, director of marketing, Pacific Symphony Orchestra
Michele Prisk, director of marketing, San Francisco Symphony
Andrew Smith, director of marketing, American Conservatory Theater

Session Sponsored by Enertex Marketing, Inc. ✓

9 - 10:30 am

No-cost, Low-cost Education Projects

Carmel II

**22 count
24*

Education programs are an important part of orchestras' mission and vision statements. This session will explore ways to create viable and effective education experiences without gouging the budget. Come and share pointers with your colleagues.

Ron Gallman, director of education, San Francisco Symphony
Andrea Laguni, general manager, Los Angeles Chamber Orchestra
Carl Stanley, education coordinator, Oakland East Bay Symphony

9 - 10:30 am

Symphonic Survival Skills: Extraordinary Requests in Extraordinary Times

Monterey I

**36 count*

Have you ever faced a seemingly impossible situation that tests every negotiation and resource skill you possess? Orchestra managers have to take on the seemingly impossible time after time, but occasionally events lead us to a near-catastrophic climax that makes us wonder whether we, or our organization, will survive. Where can we find support in these times? How does one transform a crisis into an opportunity or a change for the better?

Catherine Barker-Henwood, executive director, Berkeley Symphony
Robert Birman, executive director, Philharmonia Baroque Orchestra
Joseph Truskot, executive director, Monterey Symphony

10:45 am - 12 pm

The Art of Audition Planning

Carmel I

21 count

You have 20 orchestra vacancies - now what? Designed primarily for personnel and operations managers, this session will outline techniques and tips to help ensure efficient, effective and successful orchestra auditions.

Andrew Dubowski, operations & facilities manager, San Francisco Symphony
John Engelkes, assistant orchestra personnel manager, San Francisco Symphony
Apo Hsu, music director, Springfield Symphony

10:45 am - 12 pm

Does your Board have Enron-itis?

Carmel II

34 count

Is your Board nervous about those off-balance sheet derivative transactions? Are your patrons concerned that your E.D. has lost control of all of those nasty little S.P.E.'s? Does your finance staff jump every time someone fires up the shredders? Do you think you saw one of your auditors taking the fifth on C-Span last January? Enron and your Symphony are worlds apart in the presentation of financial reports, but as a patron, director or donor it still helps for you to be able to read key information in the financial reports that portray your orchestra. This panel will show you simple ways to get good information from Balance Sheets, Income Statements, Statements of Cash Flow and most importantly ... the notes!

Jed Coffin, finance director, Santa Rosa Symphony
Therese Courtney, CPA, Hayashi & Wayland
Michele Hassid, CPA, Eckhoff Accountancy Corporation

10:45 am - 12 pm

The Sound of Money: Special Event Fundraising

Monterey I

67 count

Dynamic and dedicated volunteers orchestrate annual fundraising events that are fun, lucrative and innovative. You'll be amazed at the wealth of creativity in our midst as we highlight some of the most successful current projects. Better yet, you can tailor these great ideas to your own needs to secure needed dollars and wider publicity.

- Scavenger Hunt, San Francisco Symphony Symphonix
Ed Van Roden, 2002 chairman
- Cookbook, Affiliates, LA Philharmonic
Marilyn Dale, cookbook coordinator
- Wine & Food Classic, California Symphony
Dawn Marie Yates, 2002 chairman

Doris Segall, past chair, Affiliates, Los Angeles Philharmonic
Session Sponsored by Dr. Sylvia Shepherd

12 - 2 pm

**Applause! Applause!
Luncheon**

Nikko II



Guest speaker: Jon Nakamatsu

*German Opus 101: The Basic German Teacher's
Guide to a Concert Career*

Gold Medallist of the 10th Van Cliburn International Piano Competition, Jon discusses how he went from "Herr Naki, German teacher" to "Jon Nakamatsu, concert pianist." His discussion also includes the pros and cons of winning an award as well as the roles of the orchestras and presenters in developing careers.

\$ Advance registration required.

Session Sponsored by Artsmarketing Services, Inc.

2:45 - 3:45 pm

**Special interest meetings
Interview job candidates**

Monterey II

4 - 9 pm

A Midsummer Night on the Green

4 pm

Board buses at valet entrance on Mason

5 pm

Dinner alfresco

6 pm

Concert

Dine under the stars at the Green Music Festival on the Sonoma State University Campus with the Santa Rosa Symphony. We should return to the hotel at approximately 9:45 pm. This is an outdoor concert; please dress for a cool evening.

\$ Advance registration required.

Program:

Gershwin

An American in Paris

Grieg

Piano Concerto

Respighi

Pines of Rome

Von Suppé

Morning, Noon and Night in Vienna



Jeffrey Kahane, conductor

Jon Nakamatsu, piano

*Load Bus for
Santa Rosa@4*

10 am - 12 pm

Barbary Coast Trail Walking Tour

5

Wear comfortable walking shoes. Explore the haunts of the legendary Barbary Coast with Daniel Bacon, founder and creator of the Barbary Coast Trail. On this special two-hour walking tour, we envision San Francisco as it was when the Gold Rushers arrived here in 1849. Dan will regale us with stories of the days when the Barbary Coast was infamous for its bawdy fleshpots and Shanghai dens. We'll also learn how San Francisco got its name and how the City reshaped its shoreline to become the greatest city on the West Coast.

Meet in hotel lobby.

2 - 4:30 pm

**Stern Grove Festival
Merola singers**

2

If you're staying over, join other ACSO Conference delegates at the Stern Grove Festival. We have special table seating reserved. The concert starts at 2 pm, but arrive by 12 pm for your spot. Bring a lunch or buy one there. The Grove is a beautiful outdoor setting - afternoons can be quite cool; wear appropriate clothing.

You are on your own for transportation. The Grove is at 19th Avenue and Sloat Blvd. Use the K or M Muni and exit at Sloat Blvd.

John

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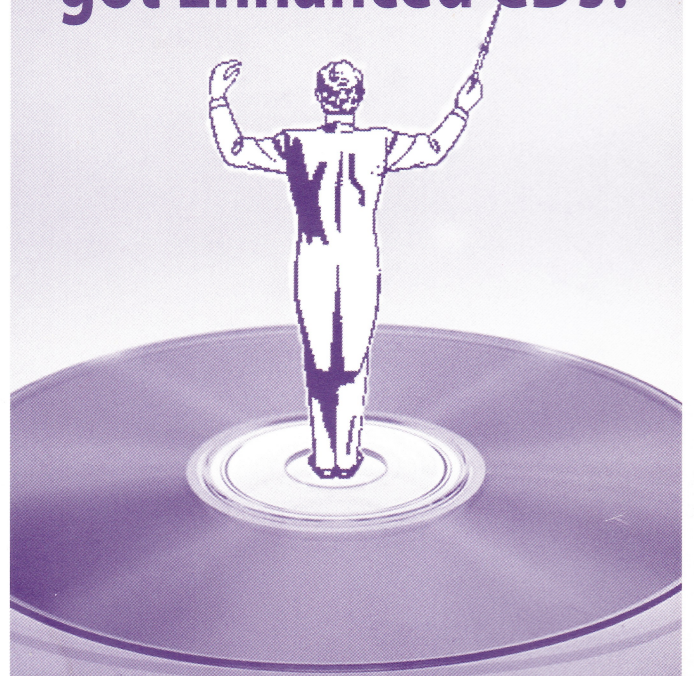
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