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CONFERENCE GIVING CHALLENGE

Help ACSO Raise \$10,000 and
get a Chance to Win an 8-Day
European River Cruise for Two!

For every \$50 you donate, you'll receive one
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the better your chance of winning!



SCAN, DONATE,
AND WIN!



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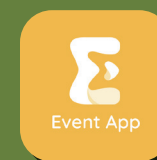
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1. Download the **EventMobi App** from your **App Store**
2. Open the app and type in code: **ACS02026**
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REGISTRATION, EXHIBITOR & COFFEE HOURS

THURSDAY, AUG 6
8:00 AM - 4:00 PM

FRIDAY, AUG 7
8:00 AM - 4:00 PM

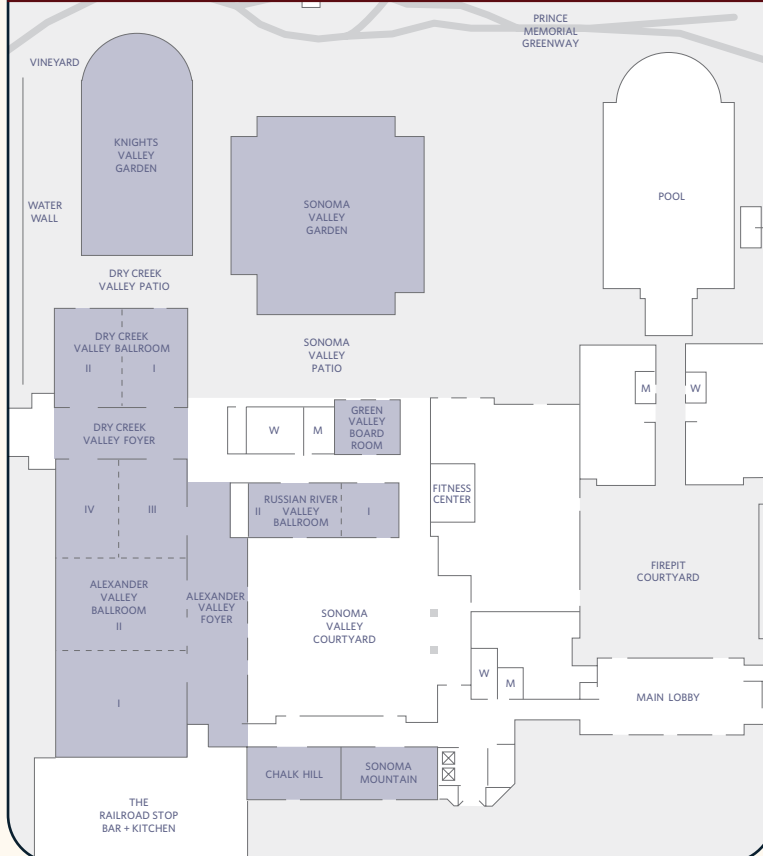
SATURDAY, AUG 8
8:00 AM - 1:00 PM

Complimentary daily coffee service is available in the Alexander Valley Foyer from **8:00 AM - 11:00 AM**.

EXHIBITORS

- California Association of Nonprofits
- Capacity
- CCS Fundraising
- The Colburn School
- CueBox Software
- Curtis Artist Management
- Ensemble Manager
- Ludus
- Music Celebrations International
- Notation AI
- Opus 3 Artists
- RSC Associates
- ThunderTix
- Upstage Productions
- Wells Fargo Advisors
- Women's Philharmonic Advocacy
- Young Concert Artists

HOTEL MAP



CONFERENCE AGENDA

Wednesday, August 5

1:00 PM - 4:00 PM PRE-CONFERENCE WORKSHOP

Building Brand Voice & Tone and Your AI Copywriting Partner
Location: Chalk Hill

Thursday, August 6

8:30 AM - 9:00 AM CONFERENCE ORIENTATION

Location: Alexander Valley III & IV

9:00 – 10:00 AM EXHIBITOR SHOWCASE & WELCOME COFFEE

Location: Alexander Valley & Dry Creek Foyers

10:15 AM – 11:30 AM BREAKOUT SESSIONS

1. **Digital Media Across the Concert Experience: Before, During, and After**
Location: Alexander Valley III & IV
2. **Ensuring Your Artistic Legacy: Navigating “Administrative Disasters” in the Arts Sector**
Location: Russian River Valley
3. **Inside the Season Build: A Live Artistic–Administrative Collaboration Lab**
Location: Alexander Valley I & II

11:30 AM – 1:00 PM LUNCH BREAK

Emerging Professionals Brown Bag Lunch
Location: Knights Valley Garden

1:00 PM - 2:30 PM PEER FORUMS ROUND 1

CEOs with Budgets Over \$1 Million
Location: Chalk Hill

Executive Directors with Budgets Under \$1 Million
Location: Sonoma Mountain

Board Members
Location: Dry Creek I

Community Orchestras
Location: Alexander Valley I & II

PHOTO BOOTH & SOCIAL MEDIA



Stop for a pic at the Photo Booth, then share it and all your conference photos on Instagram or Facebook using our conference hashtag:

#ACSOcon

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Conductors, Musicians, and Artistic Leaders
Location: Alexander Valley II

Development
Location: Alexander Valley III & IV

Education and Community Engagement
Location: Alexander Valley III & IV

Marketing & Patron Services
Location: Dry Creek II

Operations
Location: Russian River Valley I

Youth Orchestras
Location: Alexander Valley I & II

2:30 PM - 3:30 PM BREAK

Policy Briefing and Advocacy Strategy Session
Location: Alexander Valley III & IV

3:30 PM - 5:00 PM OPENING PLENARY & KEYNOTE
Location: Alexander Valley I & II

5:00 PM - 6:00 PM DINNER BREAK
6:30 PM - 8:30 PM OVERTURE PARTY
Location: Charles M. Schulz Museum

8:30 PM LGBTQIA+ MIXER
Location: Dave & Buster's

Friday, August 7

9:00 AM - 10:15 AM BREAKOUT SESSIONS

1. **Relationships Matter: Case Studies in Building Community**
Location: Alexander Valley I
2. **Union AMA: Questions That Keep Coming Up at the Bargaining Table**
Location: Russian River Valley
3. **Building a Major Gifts Program That Performs**
Location: Dry Creek Valley

10:00 AM – 12:00 PM ASK THE EXPERT: LEGAL OFFICE HOURS
Location: Alexander Valley II

10:30 AM - 12:00 PM

FLASH TALKS
Location: Alexander Valley I

TECH DEMOS
Location: Dry Creek Valley

12:00 PM – 1:00 PM LUNCH BREAK

1:00 PM - 2:15 PM BREAKOUT SESSIONS

1. **Musician Injuries & How to Avoid Them**
Location: Alexander Valley I
2. **Tools for Challenging Conversations**
Location: Dry Creek Valley

3. Fundraise and Friendraise through "Story-Listening"
Location: Russian River Valley

2:00 PM – 4:00 PM ASK THE EXPERT: LEGAL OFFICE HOURS
Location: Alexander Valley II

2:30 PM - 4:00 PM PEER FORUMS ROUND 2

CEOs with Budgets Over \$1 Million
Location: Chalk Hill

Executive Directors with Budgets Under \$1 Million
Location: Sonoma Mountain

Board Members
Location: Alexander Valley IV

Community Orchestras
Location: Russian River Valley

Conductors, Musicians, and Artistic Leaders
Location: Dry Creek Valley

Development
Location: Alexander Valley III

Education and Community Engagement
Location: Alexander Valley I

Marketing & Patron Services
Location: Russian River Valley

Operations
Location: Alexander Valley I

Youth Orchestras
Location: Dry Creek Valley

4:00 PM - 5:30 PM PRESIDENT'S RECEPTION (BY INVITATION)
Location: Knights Valley Garden

6:30 PM – 7:30 PM PICNIC ON THE LAWN
Location: Green Music Center

7:30 PM SANTA ROSA SYMPHONY CONCERT
Location: Weill Hall, Green Music Center

Saturday, August 8

9:00 AM - 10:15 AM ACSO ANNUAL MEETING & AWARDS BREAKFAST
Location: Alexander Valley I & II

10:30 AM - 11:45 AM BREAKOUT SESSIONS

1. **Building a Fundraising Board: From Expectations to Action**
Location: Dry Creek Valley
2. **Why Program Notes? Writing to Engage Listening**
Location: Russian River Valley
3. **Building Relevance, Connection, and Community through Early Childhood & Youth Programming for Orchestras**
Location: Sonoma Mountain

11:45 AM - 1:30 PM CLOSING PLENARY LUNCHEON & KEYNOTE
Location: Alexander Valley I & II