

PEOPLE IN BUSINESS *Lloyd Watson*

Music Courses Strike a Chord With Business

Bob Greenberg is a 37-year-old pianist and composer who's been conducting music appreciation classes on both sides of the bay for a dozen years — in private homes, for the San Francisco Symphony, at UC-Berkeley and since 1985 at the S.F. Conservatory of Music where he is head of the music history and literature department and director of adult extension.

Among the students who have taken his basic "How to Listen to Music" course and returned year after year for more advanced and more specialized musical enlightenment are Cetus Corp. CEO Ron Cape, 58, UC Berkeley Haas Business School's dean emeritus, Budd Cheit, 65, and Industrial Indemnity's senior v.p. of litigation, Larry Monin, 49.

All three are unstinting in their praise of Greenberg's academic skills and how he has enriched their professional lives.

"He is a wonderful instructor," said Cheit — high praise from a man who's been an educator for more than 40 years. "His classes are far from the stereotypical music appreciation course. They're very interactive."

As taught by Greenberg, "music is more than relaxation," said the UC dean, who used to play cornet in the Faculty Dixieland Band. "It provides a better understanding of the larger society."

Cheit said he has asked Greenberg to conduct two classes on "Music as a Mirror of the Western World" as part of a week-long, off-campus executive seminar on the international economy that he is planning for next summer.

Cape, whom Greenberg calls "a very capable musical amateur in the best sense of the word," has attended a half-dozen Greenberg classes and was on hand once again last week for the opening of the conservatory's new business community series in the Bank of America building's Giannini Auditorium.

Monin was first exposed to Greenberg's classes in a Berkeley living room in 1984 with an analysis of Beethoven's and Mozart's music as a reflection of the composers' times. He's been back for more seven or eight times.

"You come away understanding the world a bit better than you used to," said Monin. "Almost everyone is much too focused on what they do between 9 and 5."

Greenberg, who has a B.A. in music from Princeton and a Ph.D. in music composition from UC Berkeley, sees still other business pluses from a fuller appreciation of music.

"We live in an overquantified, overtly concrete age where things are measured numerically and monetarily," he said. "The value of the arts cannot be measured. They cultivate our instincts and our ability to think abstractly."

"Also, how do you talk to a Frenchman after you've finished negotiating your business deal. You can't talk baseball but you can talk music. It's the international language. And in Europe it's an essential part of daily life."

Greenberg is the sole lecturer for the S.F. Symphony's new Discovery series in Davies Hall and the Green Room of the Veterans Building and for the Conservatory of Music's new eight-week series in Giannini Auditorium. Both series began last week. Tickets are still available.

This fall he'll renew his privately operated "Living Room Classes" with a study of 20th Century Music. "I can't make you like the stuff," he said. "But I can make it more user-friendly."

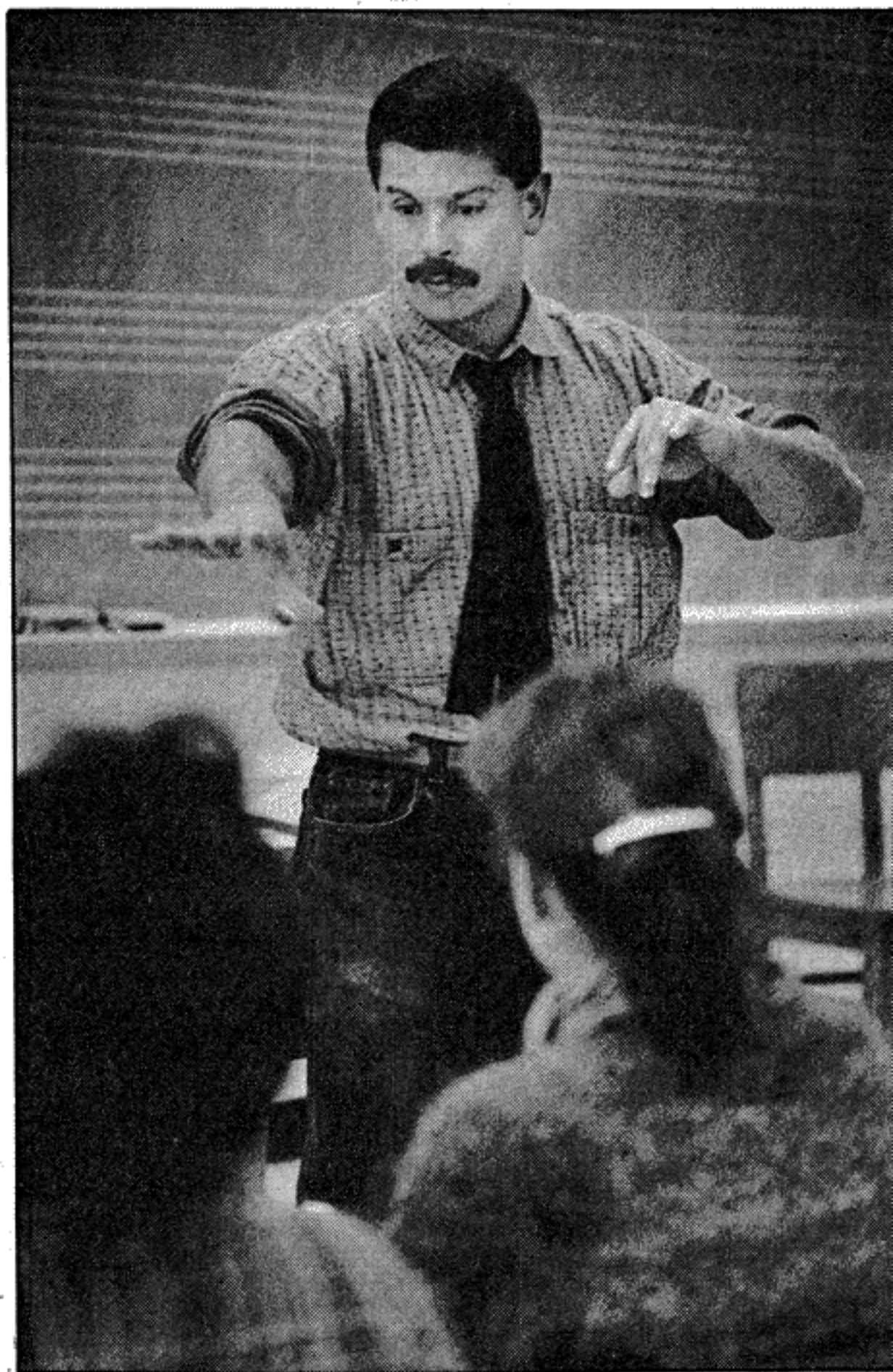
Cheit has already signed up.

Moving Up

Fireman's Fund has promoted Dick Warren, 44, to senior v.p. and controller. Warren joined the Novato-based insurance company from Touche Ross in 1979. . . . Gail Nishikawa, 33, has been named director of sales for the Huntington Hotel.

Moving On

Former Hewlett-Packard C.F.O. Edwin van Bronkhorst, 65, has joined the board of directors of privately held Luxcom Inc. in Fremont. . . . Mark Jacobsen, 35, a partner in the Mandel, Buder & Jacobsen law firm, has been appointed general counsel and secretary of the S.F. Chamber's board of directors.



BY STEVE RINGMAN/THE CHRONICLE

Bob Greenberg taught a course at the San Francisco Conservatory of Music's adult extension school. His students include (below from left) Lawrence Monin, Ronald Cape and Budd Cheit

