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Allison Vulgamore appointed President and CEO of The Philadelphia Orchestra Association

Innovative and dynamic arts leader starts Feb 1

(Philadelphia, October 1, 2009) – The Philadelphia Orchestra Association announced today that Allison Vulgamore has been appointed President and CEO of The Philadelphia Orchestra Association. Ms. Vulgamore will begin in her new position February 1, 2010.

An innovative and dynamic leader in the classical music field, Ms. Vulgamore comes to The Philadelphia Orchestra Association from the Atlanta Symphony Orchestra (ASO), where she has served for 17 years. From 1993 to 2008 she was President and Managing Director and since 2008 as President and CEO, a title given her in recognition of her outstanding leadership of the orchestra. Known for her visionary leadership, Ms. Vulgamore transformed the Atlanta Symphony during her tenure, doubling the endowment, tripling its budget, expanding audiences, and significantly increasing artistic initiatives and education programs in the community. She oversaw the opening of the 12,000 seat Verizon Wireless Amphitheater in 2008 and initiated and led planning for a new Symphony Hall, raising \$114 million in pledges toward the venture.

“Allison Vulgamore is absolutely the right person to lead The Philadelphia Orchestra Association at this time,” stated Orchestra Chairman Richard B. Worley. “She is a visionary leader with a proven track record of success in Atlanta who cares passionately about classical music and the role of an orchestra in its community. She was the unanimous choice of the search committee, and I look forward to working closely with her in support of this great institution.”

“I am honored to accept this position with The Philadelphia Orchestra, one of the world’s truly great orchestras,” said Ms. Vulgamore. “I am coming to Philadelphia to help make a difference at a time of transformation and great creativity, and I am eager to work hand-in-hand with the musicians, the members of the Board, the staff, volunteers, and the community to help shape the next legacy era for this extraordinary ensemble. Additionally, it is a thrill for me to come back to this Orchestra, where I first started my professional career.”

Philadelphia Orchestra Chief Conductor Charles Dutoit said, "I am so very pleased to welcome Allison to her new role. Over the many years I have known her I have come to develop great respect for her knowledge of music and orchestra management. I am confident she will do great work to help the Orchestra, and I look forward to working with her."

"The musicians on the search committee were all very impressed by Allison throughout the process and felt she would be the best person to bring out the great potential of The Philadelphia Orchestra," said John Koen, cellist and chairman of the Orchestra Members' Committee. "She was introduced to the musicians of the Orchestra yesterday, who welcomed her warmly. We all look forward to working with her to find creative solutions to the challenges facing the Orchestra."

Allison Vulgamore is a seasoned veteran in the music industry. Prior to her arrival at the Atlanta Symphony, she was General Manager of the New York Philharmonic, where she also served as Acting Managing Director and Orchestra Manager. During her six-year tenure, she oversaw a \$24 million budget; supervised a \$3 million acoustics renovation project in Avery Fisher Hall; managed all recordings, broadcasts, and tours; designed and developed educational projects; and implemented organizational long-range planning.

Previously, Ms. Vulgamore was Artistic Administrator and General Manager of the National Symphony Orchestra in Washington, D.C., for five years and prior to that was with The Philadelphia Orchestra for two years. A trained musician and student of voice, she began her orchestra career in 1980 as a member of the inaugural class of the American Symphony Orchestra League's Orchestra Management Fellowship Program. Today, she is a leading mentor of a next generation of orchestra leadership.

A highlight of Ms. Vulgamore's 17-year tenure with the ASO was the establishment of the Creative Partnership in 2001. This collaborative leadership model attracted current Music Director Robert Spano and Principal Guest Conductor Donald Runnicles to Atlanta, and led to important partnerships with leading composers, orchestras, artists, and recording companies. One notable result was the cultivation of the Atlanta School of Composers in order to champion a new generation of American composers. The ASO received a \$1 million grant from the Andrew W. Mellon Foundation in 2007 to support this and other key artistic initiatives resulting from the Creative Partnership.

While pursuing an ambitious artistic mission, Ms. Vulgamore also led the ASO in identifying strategic business solutions for long-term financial health. Over the past 15 years, the Atlanta Symphony doubled its endowment, and in 2008 increased its annual budget to \$45.6 million, from \$15.8 million in 1993. In 2004, the Atlanta Symphony acquired SD&A Teleservices Inc., a company serving nonprofit clients across the country. In addition to promoting the Chastain Park Amphitheater in the Buckhead section of Atlanta, the ASO opened and began operating the 12,000-seat Verizon Wireless Amphitheater in Alpharetta, GA, in May 2008. It is the only major American orchestra to operate three performance venues – both amphitheaters and its own Symphony Hall.

Ms. Vulgamore managed the creation of a number of community engagement and training programs during her tenure in Atlanta, including the 15-year-old Talent Development Program for young African-American and Latino

student musicians. The ASO's "Learning Community" of educational programming was awarded a \$2 million grant from the Zeist Foundation in 2008 to support its student musician training, community engagement, and lifelong music education programs.

Active in the local and national cultural communities, Ms. Vulgamore has served regularly as an NEA music review panelist, an honorary trustee of Oberlin College, and chair of the Orchestra Management Fellowship Program of the League of American Orchestras. In 2006, she was accepted into the Mellon Foundation's selective two-year Executive Leadership Development Program, part of the Foundation's Orchestra Forum program. In Atlanta, Ms. Vulgamore has served on the boards of the Midtown Alliance, the International Women's Forum of Georgia, the Center for Educational Partnerships at Georgia State University and as a member of the Inaugural Class of 2001 of the Coca-Cola Company's Diversity Leadership Academy of Atlanta, one of only 41 community leaders chosen to participate.

Ms. Vulgamore is a trained musician and student of voice. She received her Bachelor of Music degree from Oberlin College. She will make her home in Philadelphia.

The 20-member President Search Committee was composed of Philadelphia Orchestra musicians, members of the Board of Directors, and senior members of the Association's management. Ms. Vulgamore was chosen from a select field of highly accomplished candidates in the search, which was facilitated by the firm Phillips Oppenheim.

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