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James Undercofler appointed President and CEO of The Philadelphia Orchestra Association

Current Dean of Eastman School of Music takes over post August 1

(Philadelphia, April 20, 2006) – The Philadelphia Orchestra Association announced today that James Undercofler has been appointed president and CEO of the organization, effective August 1, 2006.

Mr. Undercofler comes to The Philadelphia Orchestra Association from the Eastman School of Music in Rochester, N.Y., where he has served as Director and Dean since 1997. Known as an innovator, he created the highly acclaimed Institute for Music Leadership, a unique program that prepares students to help shape the future of music as they develop traditional and nontraditional careers. He also established a state-of-the-art Music Technology and Production Department at Eastman that maximizes educational use of web-based innovations, including Internet II. Under his leadership, Eastman consistently has been recognized as one of the top graduate and undergraduate schools for music in the United States. Also during his tenure, the school's endowment grew by nearly \$100 million. Mr. Undercofler has been active on the national level, serving on the Board of the American Symphony Orchestra League, as President of the Board of the American Music Center, and as an active member of the Orchestra Forum, a long-term program of the Andrew W. Mellon Foundation that aims to re-think the roles of board, musician, and staff orchestra leadership and provide models of new practice for the orchestra field. He is one of the founding forces behind Polyphonic.org, the new, highly interactive website designed to be a rich resource for orchestral musicians.

“I am delighted with our appointment of James Undercofler as the new president of The Philadelphia Orchestra Association,” said Harold A. Sorgenti, Chairman of the Association's Board of Directors. “He is a visionary leader with a proven track record of success at Eastman. He has a deep and powerful connection to symphonic music and believes passionately in the future of the classical music art form. Jim has raised significant financial and community support for Eastman and his work in the area of technology and electronic media positions our organization well for the future. I look forward to working with Jim on the many exciting initiatives we have in place now and the new ones I know he will encourage us to explore.”

“It will be a privilege to lead one of our country’s premier orchestra associations,” Undercofler stated. “Throughout my career, I have cared deeply about how we teach, perform and live with music in America. The Philadelphia Orchestra has the artistry and spirit necessary to bring rejuvenating innovations to the classical music field while continuing to give breathtaking performances. I am grateful for the opportunity to partner with the musicians and the full Philadelphia Orchestra community – together we can have a direct, far-reaching influence.”

“I am extremely pleased with the selection of James Undercofler as president and CEO,” said Philadelphia Orchestra Music Director Christoph Eschenbach. “His passion for classical music and his innovative thinking about its future are important characteristics for the person in that role, and I know he will make a good leader for this organization. I very much look forward to working with him.”

Mr. Undercofler, in his role as president and chief executive officer of The Philadelphia Orchestra Association will also oversee the administrative functions of Peter Nero and the Philly Pops[®] which is separate from The Philadelphia Orchestra. Peter Nero commented, “I am eager to work with such a responsive, seasoned professional as Jim Undercofler in ensuring the future growth and success of Peter Nero and the Philly Pops.”

Mr. Undercofler was appointed to the position of president and chief executive officer of The Philadelphia Orchestra Association by the Board of Directors of the Association, which voted unanimously to accept the search committee’s unified recommendation.

The 18-member committee was composed of Philadelphia Orchestra musicians, members of the Board of Directors, and senior members of the Association’s management. Mr. Undercofler was selected from a field of over 100 prospects and candidates in the six-month search facilitated by the search firm Isaacson, Miller. The position of president was previously held by Joseph H. Kluger, who concluded his tenure with the Association on August 31, 2005, and joined AEA Consulting.

Biography of James Undercofler

James Undercofler was appointed Dean of the Eastman School of Music of the University of Rochester in 1997 after serving for two years as the Dean of Academic Affairs. Mr. Undercofler holds the Howard Hanson Directorship and an academic appointment as Professor of Music Education. He came to Eastman from Minnesota where for nine years he was Executive and Founding Director of the Minnesota Center for Arts Education, a state agency devoted to the enhancement of arts education. Before Minnesota, he was Director of the Educational Center for the Arts in New Haven, Connecticut, faculty member and department head at the Neighborhood Music School, conductor of the Greater New Haven Youth Orchestra, and a horn section player in the New Haven Symphony. His academic record includes degrees from Eastman and Yale, and doctoral studies at the University of Connecticut.

One of Mr. Undercofler’s greatest achievements at Eastman is the creation of the Institute for Music Leadership, “a vital hub for creating, sharing, and implementing cutting-edge ideas and programs that will ensure the vitality and relevance of music in the 21st century.” The IML offers courses,

certificates, diplomas, internships, and a variety of professional development experiences that provide students with skills that prepare them to shape the musical future, not be shaped by it. His course, “Leadership Issues in Music,” serves as a core course in the Institute’s offerings.

Mr. Undercofler’s expanded activities include serving as board chair and director, Howard Hanson Institute for American Music; board chair and director, Orchestra Musician Forum (polyphonic.org); board president, American Music Center; board member, Rochester Philharmonic Orchestra; founder and board member, Mercury Opera of Rochester; board member and chair, professional development committee, American Symphony Orchestra League; member, Cultural Commission, City of Rochester/County of Monroe.

On numerous occasions, Mr. Undercofler has shared his expertise through his writings and speaking engagements. He has been a featured speaker at events convened by the National Association of Schools of Music, the Music Educators National Conference, the Council on Exceptional Children, the International NETWORK of Visual and Performing Arts Schools, the National Association of State Legislatures and Chamber Music America. His articles have appeared in *Arts Education Policy Review* and documents published by the U.S. Department of Education and the Minnesota Department of Education.

Mr. Undercofler’s leadership has been recognized throughout his career. His honors include two Minnesota Governors’ Citations for outstanding contributions to the field of education, the Arts Education Award from the Rochester City School District, the City of Rochester Mayor’s Renaissance Award, the Minnesota Alliance for Arts in Education’s Distinguished Service Award, the Connecticut Association for Gifted and Talented Education’s William G. Vassar Award, and the “Coming Together” and Distinguished Service Awards from the Arts Council of Greater New Haven.