

THE CLEVELAND ORCHESTRA
MIAMI RESIDENCY

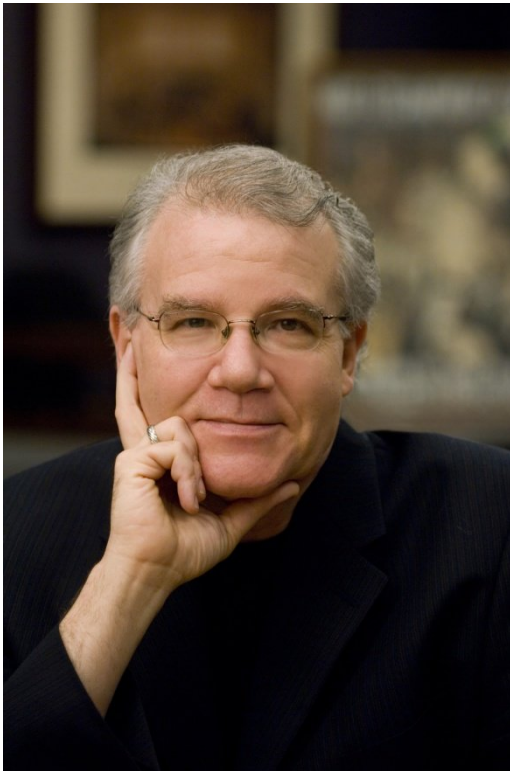
FRANZ WELSER-MÖST MUSIC DIRECTOR

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Industry Leader Bruce Coppock named Managing Director of The Cleveland Orchestra Miami Residency

CLEVELAND – Bruce Coppock will become the next Managing Director of The Cleveland Orchestra Miami Residency. The announcement was made today by the Orchestra’s Executive Director, Gary Hanson. Mr. Coppock will begin his role with The Cleveland Orchestra on June 27, 2011. He was formerly President and Managing Director of the Saint Paul Chamber Orchestra and previously Executive Director of the Saint Louis Symphony Orchestra.

As Managing Director of the Miami Residency, Bruce Coppock will be the executive leader of The Cleveland Orchestra Miami Residency, responsible for all of the Orchestra’s activities in South Florida. The Residency’s Managing Director is a member of the Orchestra’s senior management team and works closely with the Board of the Musical Arts Association of Miami (MAAM), the not-for-profit institution that governs and funds the Miami Residency.

In making the appointment, Gary Hanson said, “Bruce Coppock is the ideal person to lead the Residency. As an admired leader in the orchestra industry, and as an experienced music educator, Bruce will be the catalyst for significant growth in the Orchestra’s community impact. I have great respect for his instincts and integrity, his capacity and energy to get things done, and his love of great music, especially as performed by The Cleveland Orchestra.”

Bruce Coppock will succeed Sandi Macdonald who has been named President and CEO of the North Carolina Symphony. Ms. Macdonald has served in leadership roles at The Cleveland Orchestra since 2003, becoming Miami Residency Director in 2007.

Daniel R. Lewis, the Founding Chairman of MAAM, commented, “As we welcome Bruce Coppock, I am very grateful to Sandi Macdonald for laying a solid groundwork for the Residency and the extraordinary collaborations she inspired in Miami. We in Miami are proud that the Residency’s growing success and reputation has attracted an executive leader of Bruce’s caliber. I’m very excited about working with him.”

The Cleveland Orchestra’s Miami Residency is recognized as one of the most innovative business models in the orchestral field today. Launched in 2007, and with five successful seasons completed, the Residency revolves around a series of subscription performances featuring Music Director Franz Welser-Möst, as well as the Residency’s Principal Guest Conductor, Giancarlo Guerrero. Equally central to the Orchestra’s Miami-Dade mission are a broad array of local partnerships and collaborations focused on education and community engagement. In addition to the Adrienne Arsht Center for the Performing Arts of Miami-Dade County, Miami Residency partners include the University of Miami Frost School of Music, New World Symphony, and Miami-Dade County Public Schools. The Residency and all its activities are supported by individual and foundation contributions, earned revenue, and corporate sponsorships.

About his new appointment, Bruce Coppock said, “The Miami Residency is one of the most compelling and creative initiatives ever undertaken by an American orchestra. It is an honor to be given the opportunity to serve Miami’s growing and vibrant cultural life, and to work with The Cleveland Orchestra, which has long had my deepest admiration.”

As the President and Managing Director of the Saint Paul Chamber Orchestra, Bruce Coppock led strategic change in artistic and business models to re-shape the institution, while doubling the endowment and increasing annual attendance by 50%. In 2006 he was diagnosed with cancer, and retired in 2008 to devote time to treatment and his family. Mr. Coppock returns to full-time work with this appointment. “Somehow, I am lucky enough not only to have survived, but find myself in the extraordinary and humbling circumstance of renewed health and vigor,” said Mr. Coppock.

BRUCE COPPOCK

Bruce Coppock was president and managing director of the Saint Paul Chamber Orchestra from 1999 to 2008. Under Mr. Coppock's leadership the SPCO, the country's

only full-time professional chamber orchestra, undertook several new initiatives, largely focused on developing the distinctive artistic profile of the SPCO.

During Mr. Coppock's tenure, SPCO attendance increased greatly, board giving quadrupled, and the SPCO's endowment grew significantly. His work at the SPCO was recently documented in *Fearless Journeys*, a collection of five case studies about innovation in American orchestras, published by the League of American Orchestras.

Bruce Coppock served as the founding director of the League of American Orchestras' Orchestra Leadership Academy during 1998-99, and in 1997-98, was Deputy Director of Carnegie Hall. From 1992 to 1997 he served as Executive Director of the Saint Louis Symphony Orchestra, after joining the orchestra as Operation Manager in 1990. Under his leadership, the orchestra became known nationally for its extensive community engagement programs.

At the beginning of his career, Mr. Coppock was an active professional cellist in the Boston area. He was the co-founder of the Boston Chamber Music Society, where he served as executive director. Mr. Coppock was the director of both the chamber music and orchestral studies programs of the New England Conservatory of Music, where he received both his Bachelor's and Master's Degrees in cello.

Bruce Coppock Photo: Ann Marsden