

**Ray O'Connell, Interim Mayor**  
City of Allentown  
435 Hamilton St, 5th Floor  
Allentown, PA 18101-1699  
Office 610.437.7546  
Fax 610.437.8730  
Ray.OConnell@allentownpa.gov

**TO:** Michael Hanlon  
City Clerk

**FROM:** Ray O'Connell *ROC*  
Interim Mayor

**DATE:** April 25, 2019

**SUBJECT:** Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Al Jacobsen	Allentown Arts Commission	01/06/2024

Mr. Jacobsen is currently the Executive Director of Allentown Symphony Association at Miller Symphony Hall. I have attached his resume for your review.

ROC/kal

Attachments

RECEIVED

REQUEST FOR APPOINTMENT

DATE 3/19/2019 MAR 23 2019

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: Arts Commission MAYOR'S OFFICE

NAME: Al Jacobsen

HOME ADDRESS: 2850 W. South Street, Allentown, PA 18103

BUSINESS ADDRESS: Miller Symphony Hall, 23 N. 6<sup>th</sup> St, Allentown, PA 18103

TELEPHONE NO. (RESIDENCE) 845-641-3828 BUSINESS 610.432.7961 x.101

EMAIL: ajacobsen@allentownsymphony.org

PRESENTLY EMPLOYED

BY: Allentown Symphony Association, Inc.

JOB TITLE: Executive Director

EMPLOYMENT (Prior): -Pittsburgh Symphony Orchestra - Director of Corporate Support  
- Westchester (NY) Philharmonic - Manager, Operations

EDUCATION:

HIGH SCHOOL GRADUATE: ☒ YES ☐ NO

COLLEGE OR UNIVERSITY GRADUATE ☒ YES ☐ NO

DEGREE/FIELD OF STUDY

B.A. in Music & B.S. in Management - Binghamton University (SUNY)  
M.B.A. (concentration: Org. Behavior/Human Res. Mgmt) - University of Pittsburgh

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES:

Professional Member - League of American Orchestras

Associate Member - New City (NY) Volunteer Ambulance Corps/Rescue Squad

Eagle Scout - Boy Scouts of America

**PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES**

**HELD:**

Treasurer & Board Member - New City (NY) Volunteer Ambulance Corps  
Leadership Development Initiative XXIV Class - Leadership Pittsburgh Inc.  
French horn player - Pittsburgh Philharmonic, Rockland (NY) Symphony Orchestra,  
Binghamton University Symphony Orchestra, Rockland (NY) Youth Philharmonic

**DO YOU LIVE IN THE CITY OF ALLENTOWN:** ☒ YES ☐ NO

**HAVE YOU EVER BEEN ARRESTED?**

No

**IF SO, WHY?**

**DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:**

Nothing outside of primary residence.

**ARE YOU A REGISTERED VOTER:** ☒ YES ☐ NO

**WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:**

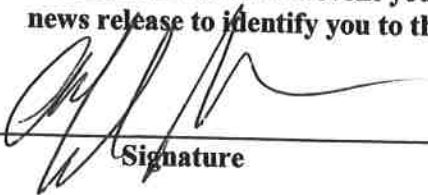
The Allentown Symphony Association (ASA) is one of the most important and established arts organizations in Allentown. As the representative of this org., I would bring an important and informed perspective to the Arts Commission & will work w/ my fellow commissioners to promote & use arts as a catalyst to make Allentown a better place to live, work & play.

**DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION:** ☐ YES ☒ NO

**IF YES, EXPLAIN:**

**IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE  
HOW MANY TERMS YOU HAVE SERVED \_\_\_\_\_ AND THE YEAR YOU  
WERE FIRST APPOINTED \_\_\_\_\_.**

**NOTE: This information will be used for making appointments to authorities, boards and  
commission and in the event you are appointed/reappointed, it may be used as a  
news release to identify you to the community.**

  
\_\_\_\_\_  
Signature

3/19/2019  
\_\_\_\_\_  
Date

**Please forward this request for appointment, along with a resume to:**

**Mayor's Office  
City Hall  
435 Hamilton Street  
Allentown, PA 18101**

# Alfred O. Jacobsen

2850 W. South Street  
Allentown, PA 18103  
aljacobsen7@gmail.com  
845.641.3828

## Professional Profile

Forward-looking arts management professional with deep passion and knowledge of the performing arts. Highly organized, plan/goal-driven manager focused on delivering results that meet or exceed expectations. Powerful capacity to communicate in both verbal and written form. Key areas of expertise and experience include not-for-profit institutional and individual fundraising, orchestral operations & touring, consultative selling, classical music (performance & academic studies), organizational behavior (academic studies), project management, and marketing. Additional knowledge in music education and community engagement, board/volunteer management, artistic planning, financial management, and venue/theater management.

## Professional Experience

**Allentown Symphony Association (ASA), Allentown, PA**  
*operating:* Allentown Symphony Orchestra; El Sistema Lehigh Valley  
*owner/operator:* Miller Symphony Hall

### *Executive Director*

10/2018 – Present

- Serve as administrative leader of organization with 27 full and part-time staff
- Oversee and provide leadership for all administrative aspects of organization including artistic planning, marketing & sales, development, education, hall management, finance, and concert production
- Develop annual budget and monitor all expenses of the ASA
- Represent ASA throughout the community and actively seek out partnerships
- Work closely with the Board of Directors in all areas of governance and oversight
- Consult and work with Music Director in developing artistic and educational profile of organization

### **Pittsburgh Symphony Orchestra (PSO) & Heinz Hall for the Performing Arts, Pittsburgh, PA**

#### *Director of Corporate Support*

5/2014 – 10/2018

- Served as leader of corporate fundraising team with one full-time direct report
- Raised \$16.4M in corporate sponsorships & donations during 10-year tenure
- Raised \$850K over seven years from individuals and institutions for nearby satellite concert series
- Directed annual fundraising event for satellite series
- Project leader for tour fundraising
- Member of cross-departmental staff tour planning committee comprised of colleagues in artistic planning, operations, PR/communications, C-Suite
- Solicited and implemented more than \$100,000 worth of corporate and foundation sponsorships for the 2016 European Tour
- Solicited and implemented five-figure sponsorship for a May 2014 Spring For Music performance at Carnegie Hall in New York City
- Managed two board committees
- Engaged board committee trustees/volunteers in donor prospecting and corporate fundraising activities
- Collaborated with Marketing & Sales, Communications, and Education departments on sponsorship proposals and reporting
- Prospected potential sponsors following a deliberate and proven sales process
- Implemented sponsorship activation and donor benefits that include name/logo recognition, concert tickets, artist meet and greets, and VIP client entertainment
- Served as a member of Heinz Hall Safety Committee

#### *Senior Manager of Corporate & Tour Sponsorship*

9/2012 – 4/2014

- Managed cross-departmental team (staff and musicians) to create the PSO's first-ever crowdfunding campaign through Kickstarter.com

Bachelor of Arts in Music, *Cum Laude*  
 Bachelor of Science in Business Management, *Cum Laude*  
 Dean's List: Fall 2001, Fall 2003, Spring 2004, Fall 2004, Spring 2005  
 GPA: 3.6/4.0

5/2005  
 5/2005

**University of Nottingham, United Kingdom**  
 Semester Exchange Program  
 Completed courses in business and music

1/2002 – 6/2002

## **Affiliations, Achievements & Volunteer Experience**

### **Professional Member, League of American Orchestras**

- Finalist for League's Orchestra Management Fellowship Program
- Participant in League's Essentials of Orchestra Management (11-day intensive seminar)

2004 – Present  
 2007 & 2008  
 1/2007

### **Leadership Development Initiative (LDI), Leadership Pittsburgh Inc.**

- Member of the LDI XXIV class
- Program for high-potential emerging leaders that strengthens leadership skills

9/2016 – 6/2017

### **Grant Panelist, Cuyahoga Arts & Culture, Cleveland, OH**

- Evaluated & scored 48 applicants applying for 2017 Project Support Grants

Fall 2016

### **Musician**

- French horn studies for 14 years
- Instrumental & choral conducting studies during two academic semesters
- Member of the Pittsburgh Philharmonic (3<sup>rd</sup> horn & Acting Principal)
- Member of the Rockland Symphony Orchestra (Section horn)
- Member of the Binghamton University Symphony Orchestra (Section horn and Principal)
- Member of the Rockland Youth Philharmonic (Section horn and Principal)

2010 – 2012  
 2005 – 2008  
 2000 – 2005  
 1998 – 2000

### **Volunteer Emergency Medical Technician (New York State)**

- Member of New City (NY) Volunteer Ambulance Corps/Rescue Squad
  - Associate Member
  - Treasurer & Board Member
  - President of Youth Corps Division

2006 – 2009  
 1997 – Present  
 2008 – Present  
 2007 – 2008  
 1999 – 2000

### **Eagle Scout, Boy Scouts of America**

2000

*References furnished upon request*