

FOR IMMEDIATE RELEASE

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CINCINNATI BALLET INVESTS IN INTERNAL LEADERSHIP, NAMES MISSIE SANTOMO MANAGING DIRECTOR

Santomo's role as staff and administrative leader bolsters the organization's personnel structure, complements CEO/Artistic Director Victoria Morgan's artistic vision

Cincinnati, Ohio – May 24, 2010 – Cincinnati Ballet and its Board of Trustees are pleased to announce the promotion of Missie Santomo to the new position of Managing Director, effective immediately.

Thanks to a gifted, committed staff led by CEO and Artistic Director Victoria Morgan, Cincinnati Ballet's 46th season finished strong artistically and fiscally. Now the organization is investing in leadership internally, starting with the appointment of Santomo.

Morgan applauds Santomo's tireless work ethic and leadership. "I'm impressed by her persistence and curiosity: she's always working the numbers, finding ways to discover more information."

"Everything she focuses on becomes a success story for our organization," Morgan says. "Missie has already assumed a *de facto* leadership role among our employees, acting as a mentor and role model for our young, talented staff. Now in her new role, she leads the administrative staff, and that allows me to sharpen my focus on steering the organization."

Santomo served for two years as Director of Marketing for Cincinnati Ballet. In her new capacity, Santomo oversees Marketing, Development and Production. She also takes administrative leadership, helping to determine organizational structure and guide staff in their implementation of the organization's strategic plan.

"Missie's talent, energy, leadership and commitment shine through in her work. She has certainly made her mark as Director of Marketing," says Russ Shelton, Board Co-Chair for 2010-11. "It's a fantastic opportunity for Missie and the Ballet, and we look forward to her success in her new role."

Shelton continues, "It is crucial that we invest in strong leadership as we continue to implement an ambitious strategic plan during these challenging financial times."

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Santomo is optimistic about the organization's future. "I look at where we are, our strong position today, and how much further we can go. It's all about our growth. We look back to our vision: an artistically fantastic and financially viable company," Santomo says. "What amazing accomplishments this organization has made. We've had an amazing two years with Victoria as CEO and Artistic Director. This unbelievable turnaround is a ripple effect from Victoria to the staff and board. I'm honored to lead this team in implementing Victoria's vision."

Santomo has selected Stacey Recht Czar to take over as Marketing and Communications Director. She has served since February 2009 as Director of Academy Operations for Cincinnati Ballet Otto M. Budig Academy. In this new role, she oversees box office sales, marketing strategies and campaigns and public relations.

In the meantime, Czar will also assist the search process and the following transition of the Academy's new Dean/Operations Manager team, providing continuity for the Academy.

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Missie Santomo

Managing Director

Missie Santomo was born in Pittsburgh, Pennsylvania and attended Slippery Rock University in Pennsylvania, where she completed two and one half years before leaving to enter hotel management. Interested in all aspects of the family-owned business, Missie was trained in sales, catering, accounting, guest services and management. Eventually the family relocated to Cincinnati and their daughter, Ashley became a student at Cincinnati Ballet Otto M. Budig Academy. Missie fell in love with Cincinnati Ballet. She became the parent coordinator and then a part-time assistant for the Academy. During the 04-05 season of *Frisch's Presents The Nutcracker*, she was trained in the Box Office as a ticket agent. Once again she was doing something she loved: customer relations. In February 2005, Missie became the Box Office Coordinator and was promoted to Box Office Manager in the summer of 2005. With Missie's strong desire to learn all areas of the organization, she became the Finance Assistant, with responsibilities that included accounts payables and payroll. July 2008, Missie accepted the duties of the Marketing Director where she created stronger more awareness of Ballet and increase audience members as well as earned revenue. In this role, she has led the staff through Cincinnati Ballet's renaissance as part of the administrative team shoring up the organization's fiscal health, strengthening board governance and securing Cincinnati Ballet's future.

Stacey Recht Czar

Director of Marketing and Communications

Stacey Recht Czar has served Cincinnati's arts and culture community as an administrator, board trustee, consultant and volunteer for many years. She joined the Cincinnati Ballet as Director of Academy Operations in February 2009 and began assisting Cincinnati Ballet's Marketing Department as a freelance writer. Prior to her position at Cincinnati Ballet, she served for almost three years as Public Relations Director at Cincinnati's Contemporary Arts Center. She holds a Master of Business Administration and Arts Administration from the University of Cincinnati. During graduate school, she worked in the Public Relations office of UC's College-Conservatory of Music and interned at the prestigious artists' residency Contemporary Artists Center in the Berkshires. She has written for *CityBeat* as an art critic, columnist and features writer. Before moving to Cincinnati in 2002, she worked as a news producer in Cleveland. She studied Journalism, Russian and Women's Studies at Ohio University. In her spare time, she enjoys gardening, cooking, bicycling, traveling and dancing in Rhythm & Motion class at Cincinnati Ballet studios.

About Cincinnati Ballet

For 46 years, Cincinnati Ballet has been the cornerstone professional ballet company of the Cincinnati tri-state area, presenting a mix of important classical full-length ballets and an adventurous and vibrant mix of repertory ballets, regularly with live orchestral accompaniment. Cincinnati Ballet's mission is to inspire hope and joy in our community and beyond through the power and passion of dance. Our mantra: "Everybody dances." To that end, Cincinnati Ballet presents exhilarating performances, extensive education outreach programs (including professional lecture-demos, residencies, scholarship programs and student matinees), and offers top level professional ballet training at Cincinnati Ballet Otto M. Budig Academy, which enjoys an enrollment of over a thousand participants in multi-leveled programs at The Cincinnati Ballet Center. Cincinnati Ballet Academy's Rhythm & Motion and Adult Ballet classes were recently

lauded nationally in “36 Hours in Cincinnati, Ohio,” a *New York Times* travel article.

Cincinnati Ballet’s 2009-2010 Season is generously sponsored by Season Sponsor The Otto M. Budig Family Foundation and Associate Sponsor Rhonda and Larry A. Sheakley Family Foundation

Cincinnati Ballet gratefully acknowledges support from organizations and individuals throughout the Tri-state region including Dinsmore & Shohl LLP Attorneys, Frisch’s Restaurants, Hilton Hotel, Seta Music, Wellington Orthopaedic and Sports Medicine.

Additional funding is provided by the Fine Arts Fund, Ohio Arts Council and the Ohio Cultural Facilities Commission.

Frisch’s Presents The Nutcracker is sponsored by: Frisch’s Restaurant Inc., Coca-Cola, and Barbara Weyand.

Live Music for *Frisch’s Presents The Nutcracker* is brought to you by an Anonymous supporter.

Special Thanks to Christian Moerlein, Diana’s Dance Wear, Eat Well Catering, The Cincinnati Enquirer, Harlan Graphic Art Services, Ludlow Wines, Mike Albert Leasing, Inc., Montgomery Inn Restaurants, Penny Lane Florist, Row House Gallery and WMKV 89.3.

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