



**FOR IMMEDIATE RELEASE**

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**ST. LOUIS SYMPHONY ORCHESTRA BOARD ELECTS THREE NEW TRUSTEES**

**(March 18, 2024, St. Louis, MO)** – The St. Louis Symphony Orchestra (SLSO) announced the election of three new trustees to its Board for an initial term of three years: **Crystal Allen Dallas**, Founder and CEO of Excel Business Concepts; **Adi Shamir-Baron**, Vice President of Design, McCormack Baron Salazar; and **Tricia Zimmer**, Co-Owner of Kaldi’s Coffee Roasting Company.

**Steven L. Finerty, Chair of the SLSO Board of Trustees**, said, “Crystal Allen Dallas, Adi Shamir-Baron, and Tricia Zimmer bring unique expertise in communications and public relations, design and building management, and business development, and an impressive commitment to St. Louis and the symphonic artform. All three are exemplary additions to our Board and we look forward to working with them to advance key initiatives as we approach the reopening of the expanded and renovated Powell Hall at the Jack C. Taylor Music Center.”

Dallas, Shamir-Baron, and Zimmer join the board of trustees, which is led by Finerty; Chair-Elect Nancy Galvin; Vice Chairs Noémi K. Neidorff, Kathleen T. Osborn, and David Steward; Secretary Elizabeth Mannen Berges; Assistant Secretary Sherry Sissac; Treasurer Daniel C. Wessel; and General Counsel Lawrence P. Katzenstein.

**Crystal Allen Dallas** serves as the Chief Creative Strategist for Excel Business Concepts LLC (EBC), which provides integrated marketing specialties such as public relations, marketing, and brand development to individuals, small businesses, non-profits and corporations. In 2020, she was included on St. Louis Business Journal's 40 Under 40 for her partnership with MoDOT’s communication coordinator on a \$278 million Interstate 270 North project in north St. Louis County. A sought after speaker and instructor, she has served on several boards with various organizations ranging from arts and culture to human service.

**Adi Shamir-Baron** is a designer, urban planner, and architectural historian with extensive cross-disciplinary expertise in early-stage design processes and strategies to enhance the built environment. Her work emphasizes sustainable building design, historic preservation, green infrastructure, and template unit innovation. She has served as a Landmarks Preservation Commissioner for New York City, appointed by Mayor Bill de Blasio in 2014, and as a commissioner for the U.S. National Commission for UNESCO, advocating for World Heritage Sites. Previously, Shamir-Baron was the Executive Director of the Van Alen Institute, where she led initiatives to promote civic architecture and public space through competitions, exhibitions, and the New York Prize Fellowship program.



Shamir-Baron has a Ph.D. in Architecture/Architecture History and a Master of Architecture from the University of California, Berkeley. She also earned an MBA from NYC Stern School of Business, and a Bachelor of Architecture from the Cooper Union.

**Tricia Zimmer** is the owner of Kaldi's Coffee Roasting Company, a renowned coffee roastery and café that has become a staple in the St. Louis community. Under her leadership, Kaldi's Coffee has evolved from a local coffee shop into a thriving roastery and café with a national reach. Before venturing into the coffee world, Zimmer had a successful career at Edward Jones, providing her with invaluable experience in business management, operations, and client relations. Her corporate background proved instrumental when she transitioned into the world of coffee, allowing her to bring a strategic, business-savvy approach to Kaldi's while maintaining a focus on authenticity and craftsmanship. Kaldi's Coffee is a corporate sponsor of the SLSO.

### **About the St. Louis Symphony Orchestra**

Celebrated as one of today's most exciting and enduring orchestras, the St. Louis Symphony Orchestra is the second-oldest orchestra in the country, marking its 145th year with the 2024/2025 season and its sixth with [Stéphane Denève, The Joseph and Emily Rauh Pulitzer Music Director](#). Widely considered one of the leading American orchestras, the Grammy® Award-winning SLSO maintains its commitment to artistic excellence, educational impact, and community collaborations—all in service to its mission of enriching lives through the power of music.

The transformational expansion and renovation of its historic home, Powell Hall, slated to be completed in 2025, builds on the institution's momentum as a civic leader in convening individuals, creators, and ideas, while fostering a culture welcoming to all. Committed to building community through compelling and inclusive musical experiences, the SLSO continues its longstanding focus on equity, diversity, inclusion, and access, embracing its strengths as a responsive, nimble organization, while investing in partnerships locally and elevating its presence globally. For more information, visit [slo.org](https://slo.org).

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