



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

April 2021

MARCH GENERAL MEETING

Wednesday, April 14, 2021 via Zoom

President's Message

Barbara Damerel



Play Ball! Those words signal the start of America's pastime. Baseball has been a part of American life since 1839 in Cooperstown, New York. The warm spring air envelops you while sitting in the stands cheering for your favorite team. Going to the ballpark for a day of enjoyment, eating hot dogs, peanuts, and getting a souvenir is a time honored ritual. Showcase House is similar to baseball. Showcase brings enjoyment to the fans while they marvel at the most current designs, enjoy a satisfying lunch, and spend time in shops picking out their "souvenirs" to take home. Spring is the time of the year for renewal and revitalization, and our members are diligently working towards those goals.

The Showcase 4 Stars, Marybeth Rehman-Dittu, Lynne Graves, Suzanne Hart, Susie Aguirre, and their committee are busily planning an event,

Board of Directors

Barbara Damerel
President

Eileen Reilly
First Vice President

Susie Aguirre
Second Vice President
Benefit

Suzanne Hart
Third Vice President
Finance

Marybeth Rehman-Dittu
Fourth Vice President
Gifts & Grants

Lydia Rubin
Membership

Matt McIntyre
Secretary

Vikki Sung
Advisor / Parliamentarian

Jan Wiles
Benefit Chair-Elect

Lynne Graves
Hospitality

hopefully in June, while our world is opening up to in-person events. Lydia Rubin and the Membership team have planned many fun events for April. For those members who missed the first Mixology event, there will be another one on April 16, and will be a lot of fun whether you drink or not. Another informative event is *Behavioral Finances* via Zoom on April 8, and don't forget your health-meet at Lacy Park on April 6. The Money Ball team, Marti Farley and Dana Marevich, are getting ready to pitch out the Patron drive, and our stellar Press Box team, headed by Garrett Collins, is making sure PSHA is receiving positive PR for our efforts! Thank you, Garrett, for the fabulous 56th birthday campaign! Remember! Teamwork makes the dream work!

As all of us are adjusting to the new normal, and with patience by this time next year, Showcase House can say Play Ball!



Sally Hazen

Instrumental Competition

Lani Moore

Music Mobile™

Barbara Lake

Youth Concert

Chini Johnson-Taylor

Provisional

Garrett Collins

Public Relations / Marketing

Cathy Hilton

Publications

Irma Miller

Season Tickets

Jenny Chiang

Treasurer

Honorary Members

Debra Qurtman

Archivist / Historian

Kathryn Hofgaarden

Gretchen McNally

Associate Representatives

Fran Biles

CRESCENDO for MUSIC
and the ARTS

Katherine Watkins

Website Liaison

First Vice President

Eileen Reilly

2021 has been a fairly busy year for the Policies & Procedures Committee. We dealt with several Issue Papers and made recommendations to the Board, which resulted in changes to the Articles of Incorporation, Bylaws, Policies and Procedures Manual and Board and Benefit Committee Job Descriptions, as well as the Gifts & Grants Guidelines. Those changes can be found on the PSHA website thanks to our Publications Chair, Cathy Hilton, who does a great job of keeping things current!

In summary, however, the changes are as follows:

- Article TWO B of the Articles of Incorporation will be amended to say the support area for music programs will be the County of Los Angeles with special consideration being to the greater Pasadena area of California. This change reflects the results of the membership survey in which more than 2/3 of those who responded were in favor of such consideration. The amended Articles will be filed with the state in the near future.
- Article II Purposes, Section 1. of the Bylaws has been changed as indicated:

To support music programs in the County of Los Angeles with special consideration given to the greater Pasadena area of California.

- Changes have been made to the Policies and Procedures Manual and Job Descriptions with regard to the responsibilities of Board and Benefit Hospitality Chairs to prepare information for General, Board, and Benefit Committee meetings and for the Publications Chair to send meeting notices.
- Section 11 of the Policies and Procedures Manual, Marketing Policy, was amended to require prior Board approval for any exclusive access by media to the House if it excludes other media from covering the House and requiring prior Board approval for any sponsorship packages.
- Section 11 of the Policies and Procedures Manual, Marketing Policy, and Section 35 of the Policies and Procedures Manual, Publications Chair, were amended to say that credit should be given to G & G recipients when PSHA uses their images on its website, in Press Releases, in Media Packets, or in its Program.
- Section 78 of the Policies and Procedures Manual, Criteria for Distinguished Service Award, was amended to require service on a permanent basis for 10 years, rather than 5 years.
- The Gifts & Grants Committee Guidelines will be amended: (1) to reflect the revised support area for music programs; (2) to allow committee members to do face to face or virtual interviews where required; and (3) to define the greater Pasadena area of California as including: Pasadena; Alhambra; Altadena; Arcadia, including unincorporated area; Burbank; Eagle Rock; East Pasadena, including unincorporated area; El Sereno; Glendale; Highland Park; La Canada Flintridge; La Crescenta/Montrose, including unincorporated area; Monrovia, including unincorporated area; Monterey Park; San Gabriel, including unincorporated areas; San Marino; Sierra Madre; South Pasadena; and Temple City.

I thank the following members of P & P Committee for their hard work to date: Barbara Damerel, Susie Aguirre, Marilyn Anderson, Cathy Hilton, Merian Stewart, Jan Wiles and Lydia Rubin.

Second Vice President - Benefit

Susie Aguirre

Happy Easter! The Benefit committee is planning the second Mixology fundraising event for April 16. Thought we might need a drink after tax day. The first mixology event in February was so successful that members requested another one. The host was very engaging and full of cocktail history and facts. For \$100 you will receive three complete custom cocktail mixing kits and a cheese platter. Not a drinker but want to join in the fun? For \$50 you can receive the event link as well as the cocktail recipes so you can enjoy the history and conversation. Please click on the image above to see the invitation.



Marti Farley and Dana Marevich are heading the Patron campaign with a start around May 1 through June 30. Due to the pandemic please contribute to the continued success of our organization.

Since Los Angeles is moving to more open events, the Benefit committee, spearheaded by Marybeth and Lynne Graves, are working on an in-person event in June. Look for more information to come.

Gifts & Grants

Marybeth Rehman-Dittu

I am deeply indebted to our diligent and ever so wonderful committee! I was extremely fortunate to have had the expertise of three previous Gifts & Grants Chairs Eileen Reilly, Marsha Seyffert, and Christine Upton.

Also serving on the committee: Immediate past President, Vikki Sung; President,

Barbara Damerel and Treasurer Jenny Chiang. Special thanks to Jenny for her constant monitoring of dollars allocated! Other outstanding contributors to the committee who made my job easy peasy were: Cathy Hilton, Yolanda Hamilton, Judy Tsai, Barbara Lake, Jan Wiles, Alice Lacara, and Barbara Lyle. It was an honor and pleasure to serve as this year's G & G Chair. Thank you all!

The recipients will be informed of their Grants & Gift in mid-April with a Gifts & Grants reception to be planned at the Shakespeare Club the third week of May. Look forward to seeing many of you soon "live and in person!"

Membership

Lydia Rubin

I know that this wasn't the year that we expected. Unfortunately, COVID-19 has led us to cancel our programs and fundraiser. While the pandemic was out of our control, we have been dedicated to finding new ways to keep our members engaged and connected. Now, more than ever, our Showcase family needs you. Please show your continued support by renewing your annual dues.

Dues notices will be sent out on April 1, 2021 and are due by the June General Meeting. Please review your dues card and make any additions or changes. Return the dues form with your dues payment. You may also make your dues payment online and update your membership and roster information via the website.

Membership is actively looking new members! Do you know anyone who is energetic, fun seeking, empty-nester, new to the area, retirees or someone who wants to make new friendship connection? Have them contact Lydia Rubin at perazarubin@yahoo.com or at 213.220.1568.

Walking is magic and the best possible exercise! Everyone can do it, regardless of your fitness level. And its free! So walk yourself to better health and join us at Lacy Park. Meet on Tuesday, April 6, 2021, at 9am, 1485 Virginia Road, San Marino. RSVPs not required. Canines and friends welcome!

For those of you who missed our wine and conversation of "binge-watch-worthy series or movies" on Netflix, here are a few of what made the PSHAmeter list: *Outlander*, *The*

Black Church, One Night in Miami, Laurel Canyon, Last Tango in Halifax, Versailles, Bridgerton, Firefly Lane, and Surgeons Cut.

Save the Date: April 8, 2021, 12--1pm, *Lunch and Learn: Behavioral Finances*, a virtual presentation by Linda Polwrek.

Change your contact information?

Please notify Lydia Rubin at

perazarubin@yahoo.com

or you'll miss out on all the good stuff!

Advisor / Parliamentarian

Vikki Sung

The following slate of Board officers and Standing Committee Members was approved by the General Membership on March 10, 2021.

PRESIDENT – Marti Farley

1st VP – Christine Upton

2nd VP, BENEFIT – Jan Wiles

3rd VP, FINANCE – Suzanne Hart

4th VP, GIFTS & GRANTS – OPEN (Nominee has withdrawn)

MEMBERSHIP – Dotty Ewing

SECRETARY – Lisa Loeffler

BENEFIT CHAIR-ELECT – OPEN (Not filled at this time)

HOSPITALITY – Analily Park

INSTRUMENTAL COMPETITION – Sally Hazen

MUSIC MOBILE – Lani Moore

YOUTH CONCERT – Barbara Lake

PROVISIONAL CHAIR – Colleen Robertson

PR/MARKETING – Garrett Collins

PUBLICATIONS – Cathy Hilton

SEASON TICKETS – Matt McIntyre

TREASURER – Jenny Chiang

PAST BENEFIT CHAIR* – Susie Aguirre

STANDING COMMITTEE NOMINATIONS

2021-2022

FINANCE

1. Undine Schwarz
2. Irene Wan
3. Charlotte Lacey

GIFTS & GRANTS

1. Shari Domenghini
2. Lani Moore
3. Nancy Garen
4. Ardie Hood

MEMBERSHIP

1. Helen Gipson
2. Stephanie Johnson
3. May Miao
4. Marybeth Rehman-Dittu
5. Christina Louie

NOMINATING

1. Dotty Ewing
2. Garrett Collins
3. Barbara Lake
4. Cathy Hilton
5. Matt McIntyre

POLICIES & PROCEDURES

1. Dana Marevich
2. Susan Barilich
3. Jennifer Jones

Additionally, the Board has subsequently approved the following Nominating Committee's recommendations and replacements, which will be subject to Membership vote on April 14, 2021.

Gifts & Grants Chair - Undine Schwarz

Gifts & Grants Committee - Lydia Rubin (to fill the 2nd year position vacated by Christine

Upton who will serve ex officio in the G&G Committee as the First Vice President.)

Nominating Committee - Colleen Robertson (to fill the position vacated by Dotty Ewing who will serve ex officio in the Nominating Committee.)

Public Relations

Garrett Collins

A big "thank you" to those members who are actively engaging with us on social media (primarily [Facebook](#) & [Instagram](#)). Your involvement (likes, comments, shares, etc.) help grow our presence and followers. (And it really helps with those pesky "algorithms.") In fact, our followers on Instagram have grown 13% over the past several weeks. And speaking of social media promotion, @HGTV has been posting several videos about the 2020 Pasadena Showcase House of Design, which by now have garnered more than 1.7 million impressions.

On Sunday, March 21, we celebrated the 56th "birthday" of the Pasadena Showcase House of Design—the day our doors first opened on the 1929 Florentine palazzo in San Marino that got this whole party started. We honored the day on social media with a contribution campaign—inviting members and visitors alike to donate \$56 to celebrate with us. There is time to join in the celebration.

Finally, while there is no Showcase House for the PR committee to promote this spring, we are spending our time building institutional awareness—developing campaigns for the upcoming 2021 Gifts & Grants cohort announcement, membership drive, Patrons, and more.

Associates

Kathryn Hofgaarden, Gretchen McNally

We are working hard to develop a plan for small in-person get-togethers with the Associate members. We will be sending more information in the coming weeks.

Important Dates

Tuesday, April 6, 9:00am -- Lacy Park Stroll

Thursday, April 8, 2021, 12:00pm -- *Lunch and Learn: Behavioral Finances* via Zoom

Wednesday, April 14, 4:00pm -- General Meeting via Zoom

Wednesday, April 28, 4:00pm -- Board Meeting via Zoom

APRIL BIRTHDAYS

4/1 Cindy Kelly

4/2 Dana Marevich

4/2 Joy Sullivan

4/2 Maureen Whitman

4/3 Kathy Martin

4/3 Claire Slaught

4/8 Linda Chang

4/9 Cynthia Legato

4/12 Roberta Cope

4/12 Jennifer Higginbotham

4/12 Mona Mapel

4/13 Mary Haltom

4/18 Louise Crawford

4/18 Rebecca Mikkelsen

4/18 Anne Rothenberg

4/25 Marilyn Conzonire

4/25 Helen Gipson

4/26 Anne Blomstrom

4/27 Cora Handayan



**Wishing You All a Very
Happy Birthday!**

Not getting PSHA emails?

Please be sure these are included in your email contacts:

president@pasadenashowcase.org

psha@pasadenashowcase.org

emailadmin@pasadenashowcase.org

Thank you for your time, effort, and dedication to PSHA