



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

August 2020

Showcase Strong

Online Auction

Preview Available Now

Opens at 9:00 AM on August 17

Closes at 6:00 PM on August 31

[Showcase Strong Auction Link](#)

President's Message

Barbara Damerel

It's summertime and we should all be on vacation enjoying the fruits of our labor from the 2020



Showcase House. But that is not the case as PSHA, and the whole world, has been disrupted from what is normal. Hence, a JIS summer issue to inform and share what is planned, as we have been living in a vacuum of uncertainty. It has been difficult to manage, strategize, and move forward, but Jill and Vikki, with the 2020 team, are weathering the COVID-19 storm to push on with a big finish to the 2020 House events: Showcase Strong and Ultimate Viewpoints:56. Jill and Marybeth will update you further in this newsletter.

For the past 56 years, we have rotated from one year to the next year, finishing one house in June

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and then a new house in production. PSHA is in a place where we have never been before with years and members' jobs overlapping. Today, some members are doing two jobs; and with all the challenges, their dedication in making the transition is very admirable. But in this time of uncertainty, we can take the opportunity to pause and strengthen the organization. We can explore those ideas PSHA has had in the past to revamp, review, revise -- like a "PSHA Panorama"-- but never had the time to investigate. The 2020-2021 goal is to engage the whole membership to participate in reviewing each of our "departments" and identify any need to realign with a changing world and, if necessary, how to proceed. Various committees have been formed and will be formed to examine our structure and method. The best way to plan for the future is to have members contribute through ideas and surveys. A membership survey was sent in July and more surveys will come, as each "department" works to evaluate; *please* take time and thought to complete the upcoming surveys because your input will be guiding PSHA's future. PSHA needs your collective experience and expertise in this process.

As you can imagine planning for an event in 2021 is hard to predict, but Susie and the 2021 team will forge ahead and be communicative with the options. However, for now, it's one day and one step at a time.

Lani Moore
Music Mobile™

Barbara Lake
Youth Concert

Chini Johnson-Taylor
Provisional

Dotty Ewing
Public Relations / Marketing

Cathy Hilton
Publications

Irma Miller
Season Tickets

Jenny Chiang
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Kathryn Hofgaarden
Gretchen McNally
Eileen Reilly
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Undine Schwarz
Financial Review

Fran Biles
CRESCENDO for MUSIC
and the ARTS

Katherine Watkins
Website Liaison

First Vice President

Jill Fosselman

As we pivot the 56th Pasadena Showcase House of Design to *Ultimate Viewpoint:56*, a

virtual tour that will allow you to experience the sumptuous and aspirational design of the Showcase House from the comfort and safety of your home, we want to thank all of our members and appreciate the hard work, time and sincere efforts that have been put forth. Designers have begun to return to put the finishing touches on their spaces, and Pre-Staffers are needed at this time to help direct the folks who have made appointments to come to the house.

We want to assure everyone that all Los Angeles County health protocols will be followed, including the use of masks, gloves, and social distancing. In an effort to maintain a safe and healthy environment, Pre-Staffers will not have to bring snacks and treats for the on-site workers. Pre-packaged snacks will be provided. And don't worry, you won't have to clean the bathrooms.

Planning is underway on a first ever **Showcase Strong** silent auction and event which will take place from August 17 through 31. The online auction will feature items such as luxury Southern California getaways, a fine array of jewelry, vacation trips, furnishings, unique experiences, gifts, wine and other services.



Showcase Strong

Hilda Hacobian
Lynne Graves
Marybeth Rehman-Dittu

WE CAN DO THIS!

Roll Up your Sleeves and Help our Music Programs/Gifts and Grants and Support PSHA. bit.ly/ShowcaseStrong. We are open for bidding now!!

As you all know PSHA and the 56th Showcase House have been challenged by these unique times. To continue our love for music, we have developed a creative and fun alternative to raise funds to fulfill our mission of providing music and art programs throughout the community. **The online auction Showcase Strong**, chaired by Lynne Graves, is open now through **August 17 through 31**. Items include luxury Southern California getaways, a fine array of jewelry, vacation trips (something to look forward to), furnishings, unique experiences, gifts, wine and other services.

Four Ways to Help Support PSHA and our Programs!

1. **Cash Donations** - go to <https://pasadenashowcase.org/support-us/> and click on

the **Make a Donation** button. Please donate generously. This is our major fundraiser to support our programs this year. Consider what you would have spent visiting Showcase – a lunch here, a beverage there, purchasing beautiful items in Shops. While those options are sadly not in the cards this year, turn that amount into a fully tax-deductible donation.

2. **Buy Buy Buy** - register for the auction at bit.ly/ShowcaseStrong and start bidding on August 17. There is something for everyone. The holidays are coming up; this is a great opportunity to check off all those people on your list!
3. **Become a Sponsor or Solicit a Sponsor of Showcase Strong - by August 31** - Sponsorship opportunities include the *Music Makes a Difference* underwriter - \$5,000; *More Than Just A Pretty House* sponsor - \$2,500, *Great Design* sponsor - \$1,000, or *Rosie the Riveter* sponsor - \$500. Click [here](#) for Sponsorship details and [here](#) for the Sponsorship Form. Or contact mbdittu@gmail.com for additional information.
4. **Facebook and Instagram.** Support our efforts to promote the auction through social media. Follow [@pasadenashowcasehouse](#) on Instagram and *Pasadena Showcase House for the Arts* on Facebook. Please respond with Likes and Loves on all posts, and share these posts on your Facebook page as well!

Gifts & Grants

Marybeth Rehman-Dittu

Barbara and I met with former Gifts & Grants Chairs Christine Upton and Marsha Seyffert regarding new dates that will be needed to be set for this year's application deadlines.

The board approved the following time frame:

- Applications open October 1, 2020.
- Applications due November 15, 2020.
- G&G takes recommendations to Board in March 2021 for final approval.
- Notifications sent to Applicants on April 30, 2021.

I look forward to meeting with my committee members and to begin the process of selecting recipients for the many worthwhile projects we support!

Thank you to all the members for giving me this opportunity to be a part of Gifts & Grants 2020 - 2021.

Membership

Lydia Rubin

PSHA is still Looking for New Members

Circumstances this year has made recruitment for New Members a challenge! Despite the challenge, we are still actively recruiting for the 2020-2021 Provisional Class! It's not too late to encourage friends to become a member of PSHA. If you know a friend who is interested in Music and Philanthropy and would like to learn more about PSHA, please encourage them! They may contact Lydia Rubin for details at perazarubin@yahoo.com or 213-220-1568.

All Actives and Business members, including all Board and Honorary Members, must complete a Conflict of Interest (COI) form annually. Click [here](#) for the COI policy and form. Please return your completed COI to perazarubin@yahoo.com by September 30, 2020.

Change your contact information?

Please notify Lydia Rubin at

perazarubin@yahoo.com

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

Music Mobile™

Lani Moore

As you can imagine, the world as we have known it has come to a halt. It is the same with our beloved Music Mobile Program. With the uncertainty of school attendance this year, together with the miscellaneous concerns regarding social distancing and healthy practices, the Board and I have decided to pause the Music Mobile Program for the 2020-2021 academic year. However, this coming year presents an opportunity for PSHA, together with the Pasadena Conservatory of Music, to retool the program for the future. We look forward to reimagining the Music Mobile with a fresh, relevant outlook and presentation when we are able to resume.



Youth Concert

Barbara Lake

Major orchestras and operas around the world have cancelled their concert seasons which includes the LA Phil. The cancellation includes our Youth Concert which was scheduled for December 2, 2020.

The LA Phil is exploring virtual events in lieu of the Youth Concert in the spring of 2021 and is looking forward to working with PSHA in the planning. No announcement has been made regarding Spring 2021. Let's keep our fingers crossed.

Public Relations / Marketing

Dotty Ewing

Introducing the 2020-2021 PR/Marketing Team, *the "Activated Eight!"*

Showcase members have done a fantastic job over the past years recruiting engaging talented and experienced people, and the PR/Marketing Committee is a beneficiary. The 2020-2021 Team is a bright group of eight people, clever, eager to help, to counsel, to guide and to lend a helping hand.

Best of all, the Team is already activated! On July 28, we launched our newest campaign supporting "*Showcase Strong.*" "*Ultimate Viewpoints:56,*" our exciting Virtual Tour in lieu of a public tour, is next up to begin September 1st. Creativity and expertise abound and I am proud to introduce our team members:

Mary Jarrett, Second Year Active, has the photographic talent we need for well-composed shots from our events for newsletters and use on social media platforms. Mary is dependably "on deck" to catch those important candid!

Charlotte Lacey, First Year Active, is Special Events Manager for the Pasadena Humane Society and is fresh off a successful online auction. As a Past President of Jr. League, she has a solid volunteer mindset and is well-connected within the Pasadena community. Ying Ying Lin, Ninth Year Active(!) is a continuing member of the PR/Marketing Committee. Her strong relationships with Asian media brings a unique opportunity for Showcase to further expand our awareness.

Anality Park, another First Year Active, and Public Relations Director at Kobeissi Properties is embedded in PR and recently worked with the ACA online auction. Plus she offers up a fresh perspective and messages to extend our reach into a younger market.

Britta Piotrowski, Third Year Active, is the Private Dining Director at Fleming's Prime Steakhouse. Her Showcase assignments have been in Hospitality (right up her alley) and this year woulda' coulda' been a new challenge as Restaurant Co-Chair. She loves to lend her creative hand with special events for many Pasadena charities.

Linda Shen, Second Year Active, owner of Shen.L Design and Development, is

immersed in interior design, knows how to promote, and dances on Instagram and Facebook almost every day.

Colleen Robertson, Active for seven years now, is standing by to provide advice and lend her expertise in special events, as PR/Marketing lays out the logistics of meetings, receptions and media tours.

Michele Lembo, Associate Member, served as PR/Marketing Chair for two years and was instrumental for several more years. Her shoes are petite; they will be hard to fill! She served as a key Task Force member guiding Showcase through these pandemic present times and continues her efforts to support *Ultimate Viewpoints:56*. Michele has agreed to stay on lending her experience and expertise to guide and advise us overall and specifically with video projects.

Please join me in thanking Michele for her past service and welcoming the new team!

Publications

Cathy Hilton

The Member Directory has just been updated with any changes that were submitted with dues. Before publishing the PHSA Roster this fall, we want to be sure that we have listed your contact information correctly. Please take a moment to review your Roster listing found in the [Member Directory](#) on the Members Dashboard section of the website. If you have any problems logging in, please notify Cathy Hilton, Publications Chair, at hilton.cathy@gmail.com. For corrections to your contact information, please notify Lydia Rubin, Membership Chair, at perazarubin@yahoo.com

Season Tickets

Irma Miller

In normal times, many of us would have been enjoying the concerts at the Hollywood Bowl this summer. But as you are all aware, the 2020 Hollywood Bowl season fell victim to the restrictions surrounding the COVID-19 pandemic. Additionally, the Los Angeles Philharmonic announced that its Fall/Winter season at the Walt Disney Concert Hall has also been cancelled through December 31. Refunds for those members who have paid the fee to attend concerts at Disney Hall are being distributed now. When the season resumes in 2021, we will let you know and will offer another opportunity to opt in for seats. For now, enjoy previous recordings of the LA Phil

Associate Representatives

Kathryn Hofgaarden, Gretchen McNally & Eileen Reilly

We are the three 2020-2021 Associate Representatives on the Board and we are hoping that you and your families are all staying safe and well during this COVID-19 pandemic. What strange times we are living through!

Just a reminder that there will be an on-line auction, called *Showcase Strong*, which is already available to you for preview in advance of the auction that will open for bidding on August 17. Inasmuch as PSHA is not able to open the House to the public, it would be great if the Associates are well represented in participating in the auction, as donors and/or bidders, so that we can support PSHA's mission to raise funds for our music programs, as well as to fund our Gifts & Grants program for the coming year. We hope we can count on your support.

We just wanted to tell you how much you are all appreciated and to let you know how much we hope to be able to schedule an Associates get together as soon as it is safe to do so. It would be wonderful to be able to see each other in person!!! In the meantime, if you have any questions or concerns, please feel free to reach out to any or all of us.

Important Dates

- **Showcase Strong Online Auction - August 17 - 31, 2020**

September Birthdays

9/2 Laura Wisner
9/4 Lynn Laak
9/4 Lydia Rubin
9/5 Jennifer Jones
9/8 Serena Ho
9/9 Patricia Weckerly
9/13 Christine Reeder
9/14 Karen Stracka
9/16 Rose M. Harley
9/16 Martha Siefert

9/20 Erika Riley
9/24 Barbara Lake
9/25 Jane Scott
9/27 Vicki McCluggage
9/28 Donna Prinzhorn



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. Hopefully,
everyone will participate in some part in
Showcase Strong from August 17 - 31.