



PASADENA  
SHOWCASE  
HOUSE  
*for the Arts*

# Just in Showcase

## March 2021

### MARCH GENERAL MEETING

Wednesday, March 10, 2021

### President's Message

Barbara Damerel



It is hard to believe that it was nearly a year ago when we heard those dreaded words "LA County is on lockdown," or some formal version of that. And then there were those awful statistics day after day. What a year! I am immensely proud of the PSHA members who have stayed close and have done their best as we all have navigated the uncertainties. You changed to ZOOM and learned to mute and unmute like pros for meetings, Gifts & Grants interviews, fundraising efforts and even some friendly fun. My hat is off to Lydia Rubin who is definitely thinking outside the box for ways to keep the membership connected even when we can't be staffing in a cold garage together. We could not share the traditional Empty House Party, but we made Quarantini more than suffice. It has always been the personal connections that have seen Showcase through trying times. When things go wrong, and they always have in Showcase, our stalwart

### 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

members rally, come through and knock it back into place. It is what makes us, us.

Recently I was able to have the COVID vaccine and somehow that gave me a faint glimpse of the light at the end of the tunnel. Soon the future leadership of PSHA will be announced and presented for a vote. Kudos for your willingness to carry on and rebuild. I am sure that I am not the only one looking forward to an organizational fresh start. Jan Wiles (Benefit Chair-Elect) will soon begin calling on members to commit to a position on the 2022 Benefit Committee and planning a return to as-normal-as-possible. Think about how much we all missed having a House and do your best to support her with your full heart and soul. She cannot do it alone.

In the meantime, stay well, stay safe, and thank you for your efforts and loyalty. I hope that we may be able to gather for some type of in-person end of year event. But if we can't, we know how to ZOOM like it is 1999.

**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

## Second Vice President - Benefit

**Susie Aguirre**

Our thanks go out to Lynne Graves who chaired a successful *Quarantini Mixology* event on February 12, our first virtual fundraiser of the year. Participants had a great time making three delicious cocktails and learning about their ingredients and history. Scott

Keys, avid mixologist and hobbyist, shared his knowledge as well as tips on where to get the best cocktails in the country. Look for future mini-FUNdraisers to come.

Now that things are opening up, the Benefit fundraising committee has been meeting to develop events in late April and May. Many ideas are being explored and will have more information for you as it becomes available. Be sure to attend the Benefit meeting on March 17.

## Patrons Marti Farley & Dana Marevich

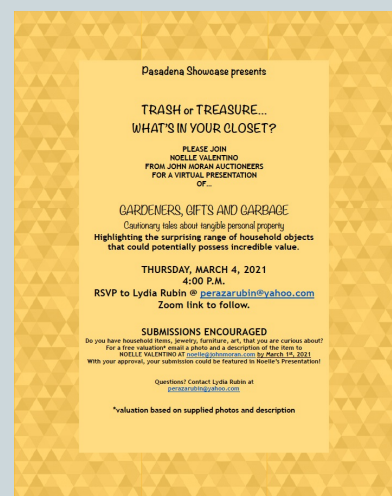
The Patron invitations will be mailed in April to PSHA members and non-members. If you have anyone in mind who should receive the invitation, please let us know by emailing Marti at [mfarley.psha@gmail.com](mailto:mfarley.psha@gmail.com) or Dana at [dmarevich.psha@gmail.com](mailto:dmarevich.psha@gmail.com). Patron donations may be made in someone's memory or honor.

## Membership

### Lydia Rubin

Walk yourself to better health! Meet us at Lacy Park, Tuesday, March 2 at 9:00 am 1485 Virginia Road, San Marino. RSVP's not required. Canines welcome!

Trash or Treasure... What's in your closet? Have you ever thrown out something that you thought was garbage, only to find out that it held value? If so, then you don't want to miss *Gardeners, Gifts and Garbage*, a virtual presentation from Noelle Valentino of John Moran Auctioneers. She will help us find and recognize the good stuff! Join us Thursday, March 4, 2021 at 4:00 pm. Click on flyer for more information.



Its "wine o'clock"! Joins us via Zoom on Friday, March 12 from 5:00-6:00 pm for an hour of wine and conversation. Whether you prefer chardonnay all the way, pinot noir, or tea, join us for a fun discussion on what you have found "binge-watch worthy" on Netflix.

Membership is actively looking for new members! Despite the challenges faced this

year, Membership has made a mission of attracting new members. We are planning a virtual membership recruitment program in late March featuring a wonderful presentation by Sarah McLean from Dunn Edwards. We count on all members to help recruit diverse and energetic members. Invite your friends to our virtual events, or encourage them to follow us on Twitter, Facebook and Instagram. For inquiries, contact Lydia Rubin at [perazarubin@yahoo.com](mailto:perazarubin@yahoo.com) or at 213-220-1568.

Save the Date: April 8, 2021, 12:00-1:00 -- *Lunch and Learn: Behavioral Finances*. A virtual presentation by Linda Polwrek.

Below are some of the delicious results of our Zoom bake-along event on January 25. Many thanks to Lani Moore for her recipe and for leading our baking adventure.



**Change your contact information?**

Please notify Lydia Rubin at

[perazarubin@yahoo.com](mailto:perazarubin@yahoo.com)

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

## Advisor / Parliamentarian

Vikki Sung

Be sure to attend the March General Meeting on March 10 to cast your vote on the proposed slate of Board of Directors and Officers as well as Standing Committees for 2021-2022.

Click [here](#) for the proposed Slate.

## Youth Concert

Barbara Lake

Great News! The 2021 Virtual Youth Concert is a reality. The public announcement to the entire world went public on February 23, 2021.

The Youth Concert is a part of the LA Phil's Symphonies for Schools program. The 2020-21 Symphonies for Schools digital program includes free access to the following resources:

- Digital Field Trip to the Hollywood Bowl + Activities for Grades 3-12
- LA Phil Sound/Stage Concert Episode: *Carnival of the Animals* + Curriculum and Activities for Grades 3-6
- LA Phil Sound/Stage Concert Episode: *Pan-American Musical Feast* + Curriculum and Activities for Grades 6-12
- Digital teacher resource guide in alignment with the State of California Visual and Performing Arts Framework and Arts Learning Standards, including extensive information on orchestral music and cross-curricular activities
- Professional development workshop video on the content of the concert performances.

All resources will be available for free for one year. Registration is required. Register and share with your friends. Click [here](#) register.

If you have any questions, please send them to [learning@laphil.org](mailto:learning@laphil.org).

## Public Relations

Garrett Collins

We are getting very active on social media, promoting PSHA and *Ultimate Viewpoints: 56*. Join us! If you haven't already, please Like and Follow us on [Facebook](#) and [Instagram](#).

Currently, we are heavily promoting the Locke House virtual tour, with sneak peeks into each of the design spaces. We are posting daily, and we've already increased our followers by 2.5% in the past week. Beautiful photography reigns supreme on Instagram, where we are seeing the deepest engagement. We are hoping to get to 10,000 followers on Instagram by the end of the year, which will unlock several key social media influencer capabilities: the infamous verified blue check mark, and the ability to add links to our Instagram Stories. Please like, comment, and share our posts whenever possible. We've also gotten a huge lift from @HGTV, who launched their [Design Stories and Design Tips](#) series this past week, highlighting several videos they created from our 56th Design House. They've kindly promoted us on Instagram, and we've already gotten 628,000 views from their video series. My thanks to the PR Committee (Charlotte, Jennifer, Analily, Linda, Colleen, Ying Ying, and Mary) for contributing to this huge undertaking.

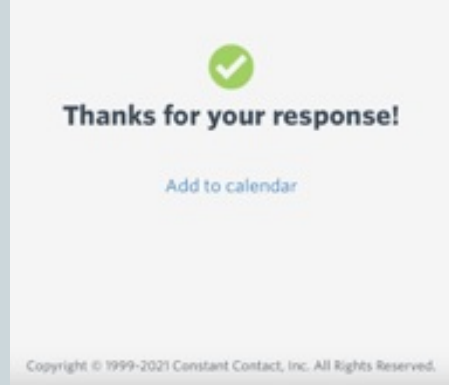
In addition to promoting *Ultimate Viewpoints:56*, we are developing ongoing plans for Membership, Gifts & Grants, and Patrons campaigns. Take a look at this recent post featuring [Therapeutic Living Centers for the Blind](#), one of the many programs we funded through Gifts & Grants.

Meanwhile, traditional media coverage of the 56th Showcase House is still ongoing, with a featured spread in this month's issue of [California Homes magazine](#) and next month's *Aspire* magazine. Continued thanks to Michele Lembo and Dotty Ewing for the publicity seeds you sowed.

## Publications

### Cathy Hilton

Did you know there is an easy way to add PSHA meetings to your calendar? With our Constant Contact meeting invitations, once you RSVP by clicking on the "I will attend" button, the following window pops up:



Just click on "Add to calendar," and an event will be created to add to your calendar. This works on both your computer and your phone. Any questions? Contact Cathy Hilton, Publications Chair at [hilton.cathy@gmail.com](mailto:hilton.cathy@gmail.com).

## Important Dates

Tuesday, March 2, 9:00 am -- Lacy Park Stroll

Thursday, March 4, 4:00 pm -- *Gardeners, Gifts and Garbage: Cautionary Tales about Tangible Property* via Zoom

Wednesday, March 10, 4:00 pm -- General Meeting via Zoom

Friday, March 12, 5:00 pm -- Membership *Wine O'Clock* via Zoom

Wednesday, March 17, 3:00 pm -- Benefit Meeting @ Shakespeare Club or via Zoom

Wednesday, March 24, 4:00 pm -- Board Meeting

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

## MARCH BIRTHDAYS

3/1 - Barbara Kral

3/2 - Judee Welch

3/4 - Brenda Owen

3/5 - Dotty Ewing

3/8 - Sallie Cameron

3/11 - Beverly Muench

3/12 - Undine Schwarz

3/14 - Suzette Cummings

3/15 - Gari Kupka



3/16 - Susan Steele

3/24 - Alice Lacara

3/24 - Anita L. Tsuji

3/26 - Megan Spargo-Ferrell

3/27 - Charlotte Varner

3/30 - Britta Piotrowski

3/31 - Jenny Chiang

3/31 - Rosemary Schroeder

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

Not getting PSHA emails?

Please be sure these are included in your email contacts:

[president@pasadenashowcase.org](mailto:president@pasadenashowcase.org)

[psha@pasadenashowcase.org](mailto:psha@pasadenashowcase.org)

[emailadmin@pasadenashowcase.org](mailto:emailadmin@pasadenashowcase.org)

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