



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

May 2021

YEAR-END CELEBRATION

Wednesday, June 23, 2021

President's Message

Barbara Damerel



I think our “time out” is almost over! After being in the proverbial corner for over a year, the projected State/County liftings of restrictions are exhilarating where we can feel somewhat normal again. Just to be able to have a one day event, ending the 2020-2021 year, is worth celebrating! Vaccinations are becoming readily available, which affords a higher level of assurance. So like a rosebud, PSHA is preparing to open a “fragrant bloom”.

June Bloom will be a garden party like no other while plunging into one sensational day of

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enjoyable delights from gardens, music, shopping, food, and wine. Even though this isn't Showcase as usual, it will be a perfect way to achieve a similar experience that will be feasible during this time. This event, like Empty House Party or Premiere night, is *a fundraiser*, but also a way for our members and guests to connect and have a good time. An email announcement will be sent to all members when the online tickets are available. Please buy your tickets early as the space will be limited.

Thank you to the Benefit team, who are working hard on *June Bloom*, especially PR, as we know these continue to be difficult times for any planning with certainty. Thank you to the Membership team for planning our short but engaging happenings like the Publications tour of PSHA's website. Thank you to all the members, no matter your level of engagement, for remaining committed.

Looking forward to June!

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I am so looking forward to seeing many of you in person at the *June Bloom* and then the June Year End Celebration! Unlike when I attend Zoom meetings, I will even wear shoes!

In the meantime, in case you were not at the General Meeting on April 14, 2021, the Membership approved the change to Article II Purposes, Section 1. of the Bylaws, which has been amended to read as follows:

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

I am currently working on filing, with the State, this same language change to the Articles of Incorporation.

As a matter of clarification, any changes in membership status for the upcoming year 2021-22 can be made directly on your returned Dues Notice card or, if you are paying your dues through the PSHA website, you may login to the Members Section and select “Update Contact Information” and scroll down to where you can indicate a change in status for the upcoming year. In other words, if you are changing your status, you no longer need to write a separate note or letter to the Membership Chair.

Stay well!

Benefit Chair

Susie Aguirre

Happy Spring!

I am so thrilled to announce our one day fundraising event *June Bloom: A Progressive Garden Party*, benefitting Pasadena Showcase House for the Arts, scheduled for June 19 from 9:30am to 5:30 pm.

We will be featuring three beautiful homes all located on the same block in La Cañada. Each home features large parcels of property where you will tour the gardens only.

Throughout the day you will have the opportunity to view floral arrangement demonstrations, listen to live entertainment, as well as shop at our famous Shops at Showcase. We are planning on having a variety of food truck fare as well as beer and wine.

I am encouraging all members to sign up for a 4 hour shift and to purchase one ticket at \$60.

Looking forward to having a great day!!!!

Gifts & Grants

Marybeth Rehman-Dittu

All of us certainly have a reason to celebrate! Because of your efforts and generous donations in contributing to *Showcase Strong*, along with the donation from Crescendo For Music and the Arts, we have been able to fund Gifts & Grants 2020-2021 in the amount of \$250,000.

It was quite a feat in this challenging year, but our resilient group of men and women was

up to the task! All members are invited to attend the Gifts & Grants 2020-2021 reception via Zoom on Thursday, May 20 from 2-4pm. We will be presenting checks to the 57 recipient organizations at the Shakespeare Club and hearing each give a brief introduction of their projects. Because of restricted capacity, the in-person reception will be limited to the Gifts & Grants recipients and Gifts & Grants committee members. We sincerely hope you will be able to join us virtually in this celebration! The link and passcode to the event will be posted on the Calendar in the Member section of our website.

I would like to take this opportunity to sincerely thank you for the opportunity to serve as the Gifts & Grants Chair for 2020-2021. The difference we make in the community through our Gifts & Grants program is a source of pride to all members who have made our recipients' dreams a reality. I look forward to the continued success of the Gifts & Grants program and to serve on the committee next year with our incoming Chair Undine Schwarz. Your participation in several innovative fundraisers this year, such as *Mixology* (with thanks to Lynne Graves and Lydia Rubin) and our upcoming *June Bloom: A Progressive Garden Party* will help ensure that we have funds to give to deserving organizations next year.

Membership

Lydia Rubin

To all of our loyal members...thank you for your continued support throughout the years.

Please continue to show your support by renewing your annual dues. Dues notices were mailed April 1. If you would like to pay by check, please indicate any roster and membership status changes on the notice and return it with your payment in the enclosed envelope.

Should you prefer to use your credit card, login to the Member Account page of our website. Scroll down to Products where you can pay for dues and season tickets. Then scroll down further on the menu to Update Contact Information to enter any changes for the roster and membership status. Please contact Lydia Rubin if you have any questions.

If you have not received your dues notice by now, don't hesitate to contact Lydia Rubin at perazarubin@yahoo.com or at 213-220-1568.

Come walk with us Tuesday, at Lacy Park, May 4 at 9:00am, 1485 Virginia Road, San Marino. RSVPs not required. Canines and friends welcome.

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

Nominations are currently being accepted for **Volunteer of the Year** and **Distinguished Service Award**.

CRITERIA FOR VOLUNTEER OF THE YEAR AWARD

1. A member who provides exceptional service to the organization, far beyond what is expected within her/his position.

2. This service can take a myriad of forms, but the intent is to recognize exemplary service for the current year.
3. This should be a member who is a team player, who provides aid and support for other committee members and performs his/her job exceptionally well in addition to the criteria listed above.

CRITERIA FOR DISTINGUISHED SERVICE AWARD

1. A member who has shown longevity – service on a permanent basis over a period of at least ten (10) years.
2. A member who has shown breadth – high quality of contributions over the years.
3. A member who has shown significance – motivated by dedication and commitment to PSHA.

To nominate a member to receive the *Volunteer of the Year Award* and Distinguished Service Award, please write a brief summary outlining why the member is deserving of the award. Please identify which award the member is being nominated to receive. Please send the email to Vikki Sung at vikkisung@gmail.com and Lydia Rubin, Membership Chair at perazarubin@yahoo by Wednesday, May 10. Each submission, including the name of the nominator, will be read to the Nominating Committee.

The following were approved by the general membership at the April general meeting.

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.)

Ultimate Viewpoints: 56

Tickets for the virtual experience of our 56th Pasadena Showcase House of Design will end on May 17. Ticket holders will still be able to visit *Ultimate Viewpoints: 56* until May 31. Tickets prices are only \$10! Please encourage friends and family to visit before it's gone for good.

Public Relations

Garrett Collins

The PR Committee has been busy this spring promoting several Pasadena Showcase programs and initiatives. On Friday, April 23, we announced this year's Gifts & Grants recipients. You can read more [on our website](#), and on [Pasadena Now](#). You can also [watch this delightful video](#) we created to announce all of the new recipients. Be on the lookout for a new video series on our social media platforms spotlighting several of the recipients with an in-depth "Did You Know?" campaign. Our coverage and promotion of *Ultimate Viewpoints:56* continues, but is slowly winding down. In new news, we'll be announcing *June Bloom: A Progressive Garden Party* on Wednesday, May 5 with online ticket sales starting immediately. Our PR, promotion, and advertising will continue through to the event on Saturday, June 19. A big thank you to the PR Committee for their efforts in this unusual year: Mary Jarrett, Jennifer Jones, Charlotte Lacey, Ying Ying Lin, Analily Park, Colleen Robertson, and Linda Shen.

Associates

Kathryn Hofgaarden, Gretchen McNally



let's celebrate

BEING TOGETHER AGAIN

*It's been over a year and we have
some serious fun to catch up on!*

You are invited to an Associate luncheon
hosted by Gretchen and Kathryn

Wednesday, May 19th, 2021
11:30 AM
Shakespeare Club
171 S. Grand Avenue, Pasadena

Please, PLEASE rsvp by May 5th
KHofgaarden@mac.com

Important Dates

Tuesday, May 4, 9:00am -- Lacy Park Stroll

Wednesday, May 19, 11:30am -- Associates Luncheon

Wednesday, May 19, 4:00pm -- Benefit Meeting

Thursday, May 20, 2:00pm -- Gifts & Grants Reception via Zoom

Wednesday, May 26, 4:00pm -- Board Meeting via Zoom

MAY BIRTHDAYS

- 5/1 Kay Quinn
- 5/6 Lynn Mehl
- 5/8 Cathy Hilton
- 5/9 Linda Seiter
- 5/13 Meredith Brucker
- 5/13 Beverly C. Marksbury
- 5/14 Pam Ragus
- 5/15 Susan Bermingham
- 5/19 Joannah Smith
- 5/20 Diana deNoyelles
- 5/21 Margaret Sheehy Collins
- 5/23 Toni Bird
- 5/23 Michelle Nomura
- 5/24 Jan McEachern
- 5/26 Nancy Claff
- 5/27 Collette Schweitzer
- 5/29 Joy Ingoglia-Bonacci
- 5/31 Patricia Grant



**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

Pasadena Showcase House for the Arts | Post Office Box 93486, Pasadena, CA 91109

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