



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

October 2020

November General Meeting

Wednesday, November 11, 2020

via Zoom

President's Message

Barbara Damerel



I admit I love maps! When I first moved to Los Angeles, I bought a simple fold-out map of the LA freeway system and familiarized myself with all of Los Angeles County. There is something comforting about holding a piece of paper with an overview of where I am and where I could travel. Unlike a navigation system that just tells you how to get to your destination, a map gives you a choice of the road to travel.

Gosh, it would be nice to have a Showcase map right now! Even though there are many established reports, policies, procedures, and Bylaws that have demonstrated continued success; the current climate in which we find ourselves negates any path Showcase has journeyed before. We have a great appreciation for past members who foresaw a fiscal need for securing the future of our

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Sally Hazen

philanthropic mission and are grateful for their vision. We respect our humble beginnings in 1948 of dinner dances and Monte Carlo nights that morphed in 1965, beyond their wildest dreams, into one of the longest continuous Showcase Houses in the country. But time and people change, and our members and committees are preliminarily starting to explore new directions for PSHA's future, and I feel confident new maps are being designed. Forging a new road is difficult and not always smooth but with everyone's help and understanding we will achieve our goals.

As we begin this Thanksgiving season, I suggest we take time to appreciate the smaller delights of everyday living that we don't usually have time to do.

Instrumental Competition

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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Gretchen McNally
Eileen Reilly
Associate Representatives

Fran Biles
CRESCENDO for MUSIC
and the ARTS

Katherine Watkins
Website Liaison

First Vice President

Jill Fosselman

Hello everyone, I'm saddened to share that I provided my resignation from the organization this past Wednesday. The 56th Showcase House is closed, and the virtual tour is complete. My sincere wish is that ticket sales will be able to commence later in

November, as we expect. And I remain hopeful that the revenue from ticket sales will help offset the expenses we incurred this year. In normal years, being the Benefit Chair takes a toll not just on the individual, but also on the family. The additional prolonged strain this year has been significant, and I now need to focus on my husband, aging and sick parents, and supporting our son Will with the college application process. I wish all of you good health, friendship, and kindness. I truly value all of the friendships I've made in the organization over the past 12 years, and wish everyone the best.

Second Vice President - Benefit

Susie Aguirre

Given the COVID-19 situation I feel extremely grateful that we are in the process of trying to secure a fantastic house for the 57th Showcase House. It is a 1913 Italian Villa with 11,000 square feet of house on a lot that is 2.2 acres in size. I am presently working with the owners, the contractor, and designers on a timeline for 2021. If all goes well, this home will be featured virtually and we will be able to have one or two Gala events on the property. Let's keep our fingers crossed that everything works out so that this will be one of the best Showcase House events ever.

Membership

Lydia Rubin

We count on our members to help recruit a diverse group of energetic, lively members. Please give some thought as to who you know who would make a good addition to our group! Have them contact Lydia Rubin at 213-220-1568.

The membership Committee is busy planning fun-filled events to help our members stay connected during COVID. On October 27, we met for a Halloween Stroll at Descanso Gardens. We strolled along pumpkin-themed displays and revisited the gardens of the Boddy House!



For November, we are making plans to visit the Huntington Gardens in San Marino! Please let me know if you are a Gardens Member with guest options or guest passes. We would like to facilitate entry into the Gardens for all PSHA members who would like to participate. Because of COVID, advance-purchased, timed entry tickets are required, so this event will require careful planning.

Walking outdoors is better than using a treadmill indoors. So let's stay healthy and stay connected on the first Tuesday of every month! Join us on November 3, at 9:00 am for a leisurely stroll around Lacy Park at 1485 Virginia Road in San Marino! We'll meet at the Virginia Road gate. I hope to see you there!

Other activities are still in the planning stages, so stay connected and we will keep you posted.

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

We have finally launched the virtual incarnation of the 56th Pasadena Showcase House, *Ultimate Viewpoints: 56*. We hope you have had a chance to visit it online. Venturing into the new territory of virtual tours was complicated and exciting. At

times it felt like we bit off more than we could chew, but Jill and I are so proud of the end product and hope you like it too. We know nothing can truly replace touring the house in person, but in light of the current situation, we think we nailed it.

Access to the link expires at 5:00 pm on November 9, so don't forget to check it out while you still can. The link was sent to our members, Patrons, designers, and current ticket holders. We expect to make it available for sale to the general public in mid-November. Please encourage your friends to buy tickets then. We still need to raise funds for Gifts & Grants, as well as our music programs when they resume. Thank you all for your support.

Hospitality

Lynne Graves

November General Meeting

Wednesday, November 11, 2020

General Meeting at 4:00 PM

via Zoom

(link will be sent separately)



SAVE THE DATE

for the

PSHA Annual Holiday Party

Sunday, December 6, 2020

Click on the image for more information.

Public Relations / Marketing

Dotty Ewing

The PR/Marketing Team has been busy since our last JIS Report, supporting *Showcase*

Strong, the 56th House, and keeping local press up to date on our notable news. The *Showcase Strong* marketing plan wrapped up on August 31st and our Social Media Team (Charlotte Lacey and Analily Park) expertly assisted in gathering leads and encouraging bids into the online auction site. Congrats to the *Showcase Strong* Team on your terrific results!

At the 56th, Media Week this year was intense! While we anticipated just a few personal visits due to COVID, Michele Lembo delivered a schedule that totaled 23 in-person tours, with 7 outreach efforts to those journalists who could not attend in person. Two notable initiatives were very successful this year as well. Reach and response into the Chinese market, headed by Ying-Ying Lin, was impressive, with interviews on-site as well as Ying-Ying's personal "appearance" on Chinese radio. And Michele also launched a new topic-specific approach to bloggers, which made their pick-up and online coverage easier and more extensive. Thanks to all others on the Team, too: The Social Media Team above, conducted PSHA's first-ever "Instagram Live" events, Linda Shen relaunched PSHA on Pinterest; and Mary Jarret, Britta Piotrowski, Linda Shen and our valuable ex-officio member, Colleen Robertson, were on deck to host and hydrate guests and conduct tours.

Ongoing support for The House and *Ultimate Viewpoints: 56* continues and is planned to step up considerably at the upcoming sale date for online tours. The PR/Marketing plan is starting to run now and the Team is primed and ready to gather our speed for greater impact.

Early in October, PSHA released an announcement to the press covering the launch of this year's Gifts & Grants Program, and we wish Chair Marybeth Rehman-Dittu great success as she and her committee receive, process and award funding to the most deserving local non-profits. And late in October, PSHA released an announcement introducing this term's president, Barbara Damerel.

Final good news from PR/Marketing: we have now welcomed another committee member, Jennifer Jones!

Please know I am very grateful for the support PR/Marketing receives from all PSHA members, on and off the Committee.

Publications

Cathy Hilton

If you have not received it already, your PSHA Roster will be arriving in your mailbox shortly. Rosters were mailed to members the week of October 26th. Contact Cathy Hilton at hilton.cathy@gmail.com if you do not receive yours by mid-November. Also, if you have any corrections or updates, please let me know.

Not getting PSHA emails? Please be sure these are included in your email contacts:

president@pasadenashowcase.org

psha@pasadenashowcase.org

emailadmin@pasadenashowcase.org

Important Dates

Wednesday, November 11, 4:00 pm -- General Meeting via Zoom

Sunday, December 6, 5:30 pm -- PSHA Annual Holiday Party at Sierra Fusion



NOVEMBER BIRTHDAYS

11/2 - Alisa Chanpong-Amateau
11/2 - Barbara L. Maxwell
11/3 - Cindy Hawkins
11/4 - Nancy Maclean
11/13 - Mary Cologne
11/15 - Jennifer Walston Johnson
11/15 - Debra Qurtman
11/19 - Joe Milligan
11/20 - Beth Hanson
11/22 - Ruth T. Mayeda
11/22 - Laney Techentin
11/23 - Elsa Balding
11/23 - Nancy Garen
11/23 - Stephani Tyler
11/27 - Brigett Guitron
11/29 - Barbara Little
11/30 - Annelise Dachel

**Wishing all of you
a very happy birthday!**

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Thank you for your time, effort and dedication to PSHA