



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

October 2021

First General Meeting

Wednesday, October 13, 2021

President's Message

Marti Farley

I am so lucky to be President of Pasadena Showcase House for the Arts....and so honored.

After all the pandemic challenges, we are in a position to emerge as a stronger and more dynamic organization. Our valued members proved this with the huge success of June Bloom which raised over \$200,000. With that success and with every member's support, we are on solid ground to produce a fabulous 2022 Pasadena Showcase House of Design.

Our members—you are the heart and soul of our organization. Each of you are vital to the success of our future. I took this job because I value you. My theme for this year is “helping hands.” Let us be compassionate, cooperative, and supportive of one another. Building our membership is a top priority. With the outreach efforts our membership team has initiated, we hope to attract many forward-looking community leaders to join our organization. We are all ambassadors to recruit

Board of Directors

Marti Farley
President

Christine Upton
First Vice President

Second Vice President
Benefit

Suzanne Hart
Third Vice President
Finance

Undine Schwarz
Fourth Vice President
Gifts & Grants

Dotty Ewing
Membership

Lisa Loeffler
Secretary

Barbara Damerel
Advisor / Parliamentarian

Benefit Chair-Elect

Analily Park
Hospitality

Sally Hazen
Instrumental Competition

new members.

Why do we exist? Is it the 3rd grader who is excited to play the drums during a Music Mobile presentation, the 4th grader who is mesmerized by the organ played at the Youth Concert, the young budding musician who gets to have LA Phil members critique their performance as part of the Instrumental Competition? Absolutely! And then there are all the deserving organizations that we support through our Gifts & Grants program. Last, but certainly not least, is our long-standing support for the LA Phil, one of the world's leading orchestras. We are two world class organizations supporting one another. Here's to our best year ever!

Finally, details are coming together for the 2022 Pasadena Showcase House of Design. We hope to share the good news with you all very soon and announce to the world that Showcase is back! We will need to hit road running--all hands on deck supporting one another--putting "helping hands" into action. If you haven't already submitted your Benefit Committee preferences for the year, please do so [here](#) or on our [website](#) as soon as possible!

Lani Moore
Music Mobile™

Barbara Lake
Youth Concert

Colleen Robertson
Provisional

Garrett Collins
Public Relations / Marketing

Cathy Hilton
Publications

Matt McIntyre
Season Tickets

Jenny Chiang
Treasurer

Honorary Members

Marilyn Anderson
Dana Marevich
Archivist / Historian

Erin Dundee
Lynn Mehl
Associate Representatives

Undine Schwarz
Financial Review

First Vice President

Christine Upton

The Policies & Procedures Committee, which I have the pleasure of chairing this year, is responsible for considering recommendations for changes to how PSHA operates. The Committee's approved recommendations are then presented to the Board. This includes changes to our Bylaws, a required governing document for all corporations, as well as our manuals and guidelines which incorporate practices and policies on a variety of topics, including policies necessary to maintain our non-profit status,

financial policies, and guidelines for our music programs and standing committees. If you run across a policy that doesn't seem to work for your current circumstances, you should know that many policies can be amended, modified and/or waived by our Board. Bylaw provisions, on the other hand, can only be amended by a vote of the membership. Every member's input is important. Any member with a suggestion for amending, waiving or changing any of our policies should let me know, and I will work with you to get that suggestion on the Committee's agenda. Suggestions can be made anonymously so they can be considered on their merits.

The First Vice President is also responsible for overseeing PSHA's grant requests. We have two grant requests pending: one was submitted to the Green Foundation and requests support for our Youth Concert, the second was submitted to the State of California which has funds available for non profit arts organizations impacted by the coronavirus.

This is the third PSHA position I've held where I've followed Eileen Reilly, and I couldn't have a better mentor. Her reports are thorough and accurate; she has been extremely helpful in getting me up to speed on the myriad of responsibilities this position entails. Thank you, Eileen.

Gifts & Grants

Undine Schwarz

We are pleased to announce that Gift & Grants started accepting applications Monday September 13, 2021. Applications are due by November 15, 2021.

Organizations can follow the link on the PSHA website to submit an application. The G&G Committee members are:

- Chair: Undine Schwarz
- Advisor: Barbara Damerel
- 1st VP: Christine Upton
- Past G&G Chair: MaryBeth Rehman-Dittu
- Treasurer: Jenny Chiang
- President: Marti Farley
- Second Year: Alice Lacara
- Second Year: Jan Wiles
- Second Year: Barbara Lyle
- Second Year: Lydia Rubin
- First Year: Shari Domenghini
- First Year: Lani Moore

- First Year: Nancy Garen
- First Year: Ardie Hood

We are looking forward to working together in continuing our efforts to support the many diverse and worthwhile projects in our community! Thank you.

Membership

Dotty Ewing

Your Membership Committee has been busy this summer! We have organized ourselves, represented Pasadena Showcase at community events, and met many new people. Here's a brief update:

1. **The Team:** The Membership team consists of ten dedicated, experienced, and most of all, smart people. Helen Gipson, May Miao, Christina Louie, Stephanie Johnson, and Marybeth Rehman-Dittu have now been joined by Michele Lembo, Susan Birmingham and Lynn Mehl. Other volunteers include Mary Jarret and past Membership Chair Lydia Rubin. Plus, we also have Colleen Robertson, this year's Provisional Chair on deck. Great bench strength and we are all, together and individually, working on events and campaigns to spread the word about Pasadena Showcase, our future and the joys of membership. Thanks to this team, for stepping up to our challenges, tasks and opportunities!
2. **New Members...So Far:** This committee is delighted to report that the Board approved five new members at the September 15 meeting. Those five, plus another member approved last year, enlarged and enhanced our roster by six new talented and enthusiastic "Proviess!" Colleen is introducing these people in her comments in this JIS, so please read up and extend a welcoming smile when you meet them in person at our next General Meeting, October 13. And moving forward, we can "see" 6 to 7 more new members right now, people who are completing applications and should be processed for Board presentation soon.
3. **Walk with Us:** Our monthly *Lydia's Lacey Park Walk* for October will be on Tuesday, October 5th. We meet near the entrance to the park at 1485 Virginia Road in San Marino at 9:00 AM. Friends, 2 and 4-legged, are welcome!

Finally, Your Challenge!

*Do you think each Pasadena Showcase Member can recommend
two People for membership?*

Yes, we can!

The best source for new members is current members, and we have until December 31 to accept applications. Thanks so far to Jan Emamian, Lynne Graves, Mary Jarrett,

Barbara Lake, and Colleen Robertson who brought our six new members!

You, as an enthusiastic Pasadena Showcase member, recommending membership to friends and acquaintances can help us fulfill Marti's *Helping Hands* initiative most effectively.

So here's the challenge: Provide just two names and contact info to dotty.ewing@gmail.com, and the Membership Committee will be back in touch with you to determine how we best get together with them...get a new member!

Thanks in advance!

Change your contact information?

Please notify Dotty Ewing at

dotty.ewing@gmail.com

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

Advisor / Parliamentarian

Barbara Damerel

The Nominating Committee met in late August and again in early October to address the vacancy on the Board of Directors of the Benefit Chair position. Stay tuned for an announcement at the October General Meeting.

Hospitality

Analily Park

What excitement to think we would be able to gather again for the enrichment and celebration of another year filled with musical and performing arts engagement in benefit of youth throughout our communities.

Our first General Meeting will be at the Pasadena Senior Center on October 13 at 4:00 pm. I have been working alongside our President Marti Farley to organize our General Membership meetings. We are actively working on finding a venue for our meetings

during 2022. Leads and suggestions for a new locale are welcomed. So, stay tuned!

I would like to gather all tablecloths from members. Some are still unaccounted for, and they will need to be washed and ready for upcoming events. If you have tablecloths, please bring them to the next meeting.

Interested in becoming part of the Hospitality Committee? It is much fun to volunteer behind the scenes while learning the ropes of what makes the fun and magic possible.

818.390.2327 / park.analily@gmail.com
analily1 [IG]

Provisionals

Colleen Robertson

I am so happy to be serving as Provisional Chair this year for 2021-22 and even happier with our first group of amazing new Provisional Members! Hardly the typical Showcase year when new members are selected and approved by June, the Covid Quarantine has drastically changed the usual orientation and training schedule for new members. This year the PSHA Board of Directors is accepting member applications until December 31, so we will adapt our Provisional year activities to the new timing. However, never fear! While our start will be slower, this enthusiastic and talented group will be informed and ready to begin their duties as the new year gets underway!

Thanks to Dotty Ewing and her amazing team, Membership efforts began with June Bloom, after which the Committee sponsored a delightful membership information event under the wisteria arbor at the Shakespeare Club. The Membership Committee's efforts and contacts provided by our members have given us our first fab group of six Provisionals.

I will briefly mention them here, but count on the tradition of truly introducing these wonderful women at our first General Meeting on October 13 at the Shakespeare Club:

Cynthia Bengston

Cynthia's previous employment and very long list of impressive volunteer positions, will prove invaluable for networking with other local non-profits in our area.

Lila Bissner

Lila is a retired paralegal and now finds time to develop her skills in piano, golf, bridge, and yoga. Lucky for us, she has always loved the Showcase House and wants to be involved!

Dominique Hargreaves

Dominique is the Director of Sustainability at American Realty Advisors and was the Chief Sustainability Officer, running the Green Building Council for the City of L.A., for ten years. She is active in the Caltech Women's Club and with the Loyola Marymount Alumni, and will be a wonderful source of guidance with our organization's interest in "Going Green" in our future Showcase Houses.

Julia Kerr

Julia hails from Madison, Wisconsin, and her very impressive resume includes her past job as Writer and Social Media Manager for the country's fourth largest engineering firm. Her experience in social media strategy, blogs, LinkedIn and Twitter will definitely prove valuable to our Public Relations Committee and efforts! And the above does not even begin to include her amazing civic and volunteer positions! We are lucky to have Julia joining our organization!

Bernadine Robinson (referred by Barbara Lake)

Bernadine hails from Woodland Hills and served 31 years at Paramount Pictures as Director of Workers' Compensation and Risk Management. She loves travel, arts and music, and is joining because of her commitment to our mission. Welcome, Bernadine!

Gliselda Wichairud (referred by Colleen Robertson)

Gliselda was employed at Merck & Company for 23 years as an Executive Sales Representative and finally has time to follow her desire to give back to her community. She is an "energizer bunny," running every morning in the hills above the Rose Bowl where she lives before she heads to the gym for a class! She also loves gardening, reading, and learning new things, which she will definitely get the chance to do as a member of Showcase!

I can't wait to get to know these ladies personally during our first Provisional Dinner scheduled for Thursday, October 7. Please join me in welcoming these wonderful women and getting to know more about them at our first PSHA General Meeting on October 13! See you there!

Public Relations

Garrett Collins

After taking a long summer nap from the post-June Bloom activities, the PR/Marketing Committee is excited to get back into the swing of things for the 2021/22 year. If you

have any interest or inclination in joining the PR/Marketing Committee, please get in touch (garrettmcollins@gmail.com). While the Benefit Committee hasn't been set yet, there are many exciting activities coming upon us:

1. We've announced our Gifts & Grants applications. We'll be spotlighting this wonderful program again on social media.
2. We are working closely with the Membership Committee on a recruitment campaign with marketing spanning print, digital, social, press, and more.
3. We anticipate announcing our 2022 Pasadena Showcase House of Design before the end of the year with a fanfare of media and press
4. The Benefit ticketing group is joining the PR/Marketing Committee this year. If you have any interest (or past experience as a Tickets Chair!), please join us. We are migrating to a new ticketing vendor this year with exciting new functionality. We are catching up to the digital age!

Publications

Cathy Hilton

The Rosters are currently in production for distribution at the October General Meeting. Rosters will be mailed to those who are not able to attend the meeting.

Vikki Sung has generously volunteered to continue to publish Just In Showcase. Look for it to arrive in your email inbox the last week of the month. Don't forget that you can always find issues of JIS when you log in to the Member's page of our pasadenashowcase.org website.

While on our website, you'll also see our Events Calendar, view the latest updates in our Member Directories, and submit any updates to your contact information. If you are not sure you remember how to log in, contact Cathy Hilton at hilton.cathy@gmail.com for assistance.

We send emails to you from the following addresses, so be sure to add them to your email contacts list:

psha@pasadenashowcase.org,
president@pasadenashowcase.org
emailadmin@pasadenashowcase.org

Season Tickets

Matt McIntyre

Hello all! Thank you to everyone that participated in the 2021 Hollywood Bowl Season either by purchasing one of our boxes or by attending our wonderful sponsored

concerts and enjoying the complementary bench seats. I hope you had a wonderful time and appreciated being back at the Bowl. As a special treat this year, PSHA was recognized at all of the LA Phil concerts over the course of the summer in the slides shown on the screens throughout the venue. What great exposure for our organization.

We have renewed our Walt Disney Concert Hall Subscription and have 23 members participating in the season tickets program. President Marti Farley is also working with the LA Phil on our sponsored concerts, so stay tuned for more details and an opportunity to sign-up for those complementary tickets.

A special thank you goes out to Cathy Hilton for her expert survey design skills. Cathy was invaluable in getting both the Hollywood Bowl survey and Walt Disney Concert Hall survey together and out to everyone. I couldn't have done it without her.

Finally, as you may have heard LA Phil is moving towards all digital tickets. Given the relatively short turnaround and some logistical issues, they made an accommodation for PSHA at our Hollywood Bowl Sponsored Concerts by printing paper tickets. This accommodation may not be available for the Walt Disney Concert Hall concerts so I thank you in advance for your patience as we work through their new digital ticketing system.

Please don't hesitate to reach out with any season tickets questions.

626.437.3643

mpmcintyre@mac.com

Associates

Erin Dundee, Lynn Mehl

As we welcome fall, we welcome you to another Showcase year. We are happy to serve as your Associate Representatives for 2021-2022. Recognizing your importance to the organization we are hoping to create events where our active and business members get to know you and you them. You truly lived the history of the organization and have remarkable (and many entertaining) stories to share.

We hope to have a calendar of events by the next newsletter. In the meantime, please consider attending our October General Meeting to meet and greet our active and business members. We are looking forward to a great year with all of you.

Important Dates

Wednesday, October 13, 4:00pm -- First General Meeting @ Pasadena Senior Center

Wednesday, October 20, 4:00pm -- Board Meeting

OCTOBER BIRTHDAYS

10/1 Sally Holt
10/3 Rebecca Ebershoff
10/6 Anslyene Lloyd
10/6 Judy Tsai
10/7 Carolyn Fox
10/8 Kim Covey
10/12 Gretchen McNally
10/15 Fran Biles
10/15 Karen Daroca
10/16 Charlotte Lacey
10/21 Bernadette DeMesme-Anders
10/24 Garrett Collins
10/26 Marjorie Lindbeck
10/26 Louise Strnad
10/30 Hilda Hacobian
10/31 Mary Jarrett



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