



PASADENA
SHOWCASE
HOUSE
for the Arts

Just in Showcase

September 2020

President's Message

Barbara Damerel



COVID-19! I am sure everyone is overwhelmed with the comparisons of the “new normal” with the countless issues we are all dealing with as a society right now. Since nothing seems on schedule, I will start with what would have been in the June JIS President message: JOB WELL DONE! Jill and the 2020 team! We can all agree they have been competing in the longest Showcase triathlon in our history! There is now another long chapter to the fictitious “Tales of Showcase” novel. “Showcase isn’t for quitters” is a saying coined by a member, and Jill, Diane and Team 2020 can say they have earned the tee- shirt. Be sure to attend the October 14 General Meeting to honor them.

The 2020-2021 PSHA year will be one of reviewing our practices. An important responsibility will be reorganizing the Committee for the Future (with a name change) headed by Matt McIntyre. Members will be selected based on their future involvement, diverse years and backgrounds, and their willingness to serve one to two years. The biggest change is the possibility that the Showcase House Benefit year could overlap into future years. The

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Matt McIntyre
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Lynne Graves
Hospitality

Sally Hazen
Instrumental Competition

reality of not completing a house in the normal PSHA time frame is because of the pandemic and changing dynamics. This reorganization will create a need for other types of PSHA fundraisers that would occur in a normal year.

The other focus is the “Year of the Member” spearheaded by the Membership Committee Chair Lydia Rubin. The goal of the whole organization is to grow by a minimum of 20 members this year. The Membership Committee will be meeting or planning gatherings to keep everyone woven together during this unprecedented time.

We have renewed our affiliate membership with the Shakespeare Club to use their facilities for meetings. To accommodate the existing Shakespeare schedule, **our General Meetings will now take place on the second Wednesday of each month, Benefit Meetings on the third Wednesday, and Board Meetings on the fourth Wednesday.** This was favored through the survey and approved by the Board of Directors. The Shakespeare Club, with all safe practices, has refurbished and cleaned over the summer. Since we are members of “the Villa”, we can gather for meetings practicing safe guidelines, and are planning an in-person meeting and luncheon on Wednesday, October 14. If you do not feel comfortable with an in-person meeting, you will have the ability to “Zoom in”. Hopefully this will satisfy all members, as some are excited to meet in person and others would prefer to stay safe at home. Please look for your invitation in your email.

If you have any concerns or suggestions, please feel free to email or call me. As said before, we can proudly say “Showcase isn’t for quitters” so we all

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
Treasurer

Honorary Members

Debra Qurtman
Archivist / Historian

Kathryn Hofgaarden
Gretchen McNally
Eileen Reilly
Associate Representatives

Undine Schwarz
Financial Review

Fran Biles
CRESCENDO for MUSIC
and the ARTS

Katherine Watkins
Website Liaison

First Vice President

Jill Fosselman

A lot has happened this past month. Every single designer who originally signed on to participate in Showcase House this year returned to complete and to install their design spaces. Peter Valli returned to photograph, videotape, and photograph some more for our program book (which will go digital-only this year) and for our virtual experience *Ultimate Viewpoints: 56*. Even though we were not able to open for public tours, we want the world to know that PSHA powered on and was able to complete the 56th Showcase House despite COVID-19 making hash of life as we knew it. Look for an email soon detailing how members can experience *Ultimate Viewpoints: 56*. Media Preview Week was a big success and was well attended by local ABC and CBS stations, KPCC's Suzanne Whatley, Meredith Publications, *Pasadena Magazine*, and Chinese media, just to name a few. Amidst all this we pulled off our first ever virtual fundraiser under the direction of the "Pitbull with lipstick" (her own words) Marybeth Rehman-Dittu, who whipped up sponsorships and donations, and Lynne Graves, who helmed the online auction.

We thank everyone who helped along the way with the Showcase House and with **Showcase Strong**. Your sweat (yes, the worst heat wave of the year occurred during all of this), your donations (of products and money), as well as your active bidding, saw us through this tough time. We couldn't be prouder of what we have achieved and we are *almost* sad to be handing back the keys to the owners on September 30.



Showcase Strong

Lynne Graves

Marybeth Rehman-Dittu

**SHOWCASE STRONG Campaign Raises OVER \$103,000
through Auction and Donations**

When the going gets tough...PSHA pivots and redirects our annual fundraiser! Due to COVID-19 restrictions, sadly our stately and magnificent 56th Showcase House was not

allowed to open to the public. However, we are looking forward to the much anticipated virtual tour. In order to continue our mission to raise funds in support of our three Music programs and Gifts & Grants philanthropy in diverse communities, PSHA responded with our first ever on-line auction with Rosie the Riveter as our inspiration for **Showcase Strong**. Our campaign netted over \$103,000!

An auction committee was quickly formed to accomplish our goal with expert Lynne Graves serving as Chair. Members included our dream PR/Marketing team of Dotty Ewing, Analily Park and Charlotte Lacey. Our organizer and motivator Erin Dundee was joined by two enthusiastic contributors, Colleen Robertson and Diane Boysen. Other committee members included Christine Upton (liaison for Gifts & Grants auction items), Cathy Hilton, Marybeth Rehman-Dittu, Hilda Hacobian, and advisors Vikki Sung and Jill Fosselman.

Showcase Strong's success was due to the motivation, strength, generosity, and inspiration of the men and women of the Pasadena Showcase House for the Arts and the broader community. WE WISH TO EXPRESS OUR SINCERE GRATITUDE FOR YOUR CONTINUED SUPPORT!!

Gifts & Grants

Marybeth Rehman-Dittu

We are pleased to announce that Gift & Grants will begin accepting applications starting Thursday, October 1, 2020. Applications are due by November 15, 2020. Organizations can follow the link on our website to submit an application. I look forward to working with G&G committee members in continuing our efforts to support the many diverse and worthwhile projects in our community! Thank you.

Membership

Lydia Rubin

The Membership Committee will be very busy this year with the "Year of the Member" campaign. We will be asking the entire membership for recruiting ideas and fun suggestions for get-togethers in this time of Covid. Please email me with any suggestions.

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 as soon as possible.

Change your contact information?

Please notify Lydia Rubin at

perazarubin@yahoo.com

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

Instrumental Competition

Sally Hazen

This year I will be working with the Music Task Force in exploring options for extending the Instrumental Competition into our local high schools. If you would like to make a comment or suggestion, please feel free to email me at sally@sallyhazen.com.

Youth Concert

Barbara Lake

I met by phone with the LA Phil team that coordinates the PSHA Youth Concert to discuss plans for the 2020-2021 year. Some of the ideas discussed at this time included digital field trips, teacher workshops via Zoom, a specific episode with Gustavo Dudamel, and a link to a concert at the Hollywood Bowl.

The team is anxious and excited to offer some type of Youth Concert experience for the students this spring. It was a positive and productive meeting joined by President Barbara Damerel. We will be meeting again to further discuss the possibilities.

Public Relations / Marketing

Dotty Ewing

Living in an Online World

Last month you met our new PR/Marketing Team. This month we'd like to update you on the continuing and evolving work of our "Activated Eight."

Many of you have notice stepped up communications about all that has been part of our "pivot plan," taking us through the pandemic and fully into the online world. That's where many of us live now: in meetings on Zoom and in safe communications with friends, family, designers, resources, vendors, customers and consumers.

Good news: we are taking the Showcase House and our fundraisers (**Showcase Strong!**) online so that we can stay in touch with good friends and make new friends online. Our new website (courtesy of Kaytie Watkins and Co.) has generated at least 150 new leads through the "Please send me updates" feature on pasadenashowcase.org. And over two years, our Facebook activity has been gratifying: followers have increased 20.4% to 5014.

You may have recently noticed a real uptick in our Instagram activity, thanks to two especially talented social media mavens on the team, Charlotte Lacey and Analily Park. Instagram followers, that coveted younger group we need as we move forward into the future, are up 86.6% to 3,441 over two years, with much of the growth in this year.

Another younger and digital-savvy member, Linda Shen, is activating our until-now sleepy page on Pinterest. Did you know that this year's Breakfast Room designer Jeanne Chung tells us that Pinterest is her #1 source of leads for her business? And Pinterest is where 60% of Millennials go to discover new products (<https://www.omnicoreagency.com/pinterest-statistics/>). We are going where they "live" to engage them with the Showcase mission, commitments to music, and design news.

Outgoing PR Chair Michele Lembo developed a new editorial effort to forge stronger communication lines to influencers and bloggers. These online writers, some of whom have large national followers, can be especially helpful to us as our tours and other initiatives are also available to a national audience of potential buyers.

In April, we started the *Spotlight* series of emails, addressed to our "friends and family"--members, designers, resources, vendors and the media. This email initiative performs very well for us, further educating our audiences to understand our mission and engage with us. To get specific, we are delivering above industry average "open"

and “click-through” rates. That means people are opening our emails more often than other emailers, and more people are clicking through to our website pages www.pasadenashowcase.org and our music and membership pages, as well as our recent fundraising page that supported **Showcase Strong**. Also importantly, we have very few “unsubscribes.” At 0.2%, we are far below the industry “problematic” range of 0.5% of recipients who elect to no longer receive emails.

Michele and Ying Ying Lin keep us active in traditional print and other local media, too, with Ying Ying taking full and successful control in the Chinese media space, another important market for Showcase.

Mary Jarrett was on deck all through this year’s Media Week, conducting tours and keeping our media guests updated. We were delighted to see Britta Piotrowski back in the active Showcase family, too. And my special thanks to Colleen Robertson, who kept us all thoughtfully hydrated and nourished throughout the week.

We are so happy to be able to keep you all informed, via *Just in Showcase* as well as in emails, with Facebook and Instagram. Be sure and “follow” us on Facebook and Instagram. The PR/Marketing Committee welcomes your feedback and great ideas to move us even further ahead!

Publications

Cathy Hilton

We are currently preparing this year's roster so if your email address or contact information has changed, please let me know so we can make those changes before printing. We will update you about distribution once they are printed.

Vikki Sung is doing a terrific job of crafting our *Just In Showcase* newsletters. Here are the dates that you can expect to see the latest issue arrive in your email inbox throughout the year: October 28th, November 25th, January 27th, February 24th, April 28th, May 26th, and June 23rd.

If you miss an issue, go to the Member's Section of our website to find current and past issues listed under Newsletters. If you need any assistance with login, feel free to reach out to Cathy Hilton at hilton.cathy@gmail.com.

Season Tickets

Irma Miller

Refunds for Member ticket fees were automatically made for the Walt Disney Concert Hall concert series that has been cancelled through December 31, 2020. We will update you when new information comes from the LA Phil or Hollywood Bowl.

Associate Representatives

Kathryn Hofgaarden, Gretchen McNally & Eileen Reilly

As we continue to find our way in this unprecedented and confusing year, one of the things we want to preserve is our connection with PSHA and each other. Associate members have always been valuable due to their experience, service and commitment to PSHA over the years. To that end, we have been struggling to come up with what we can do in this environment.

We urge each of you to reach out to us with ideas on how we can connect. One of the ways we thought of is small gatherings -- coffee, casual lunches or dinners. Would you be willing to host? Do you have a venue in mind? We need to hear from you! Please send any ideas to Gretchen at gretchenlmcnally@gmail.com.

Important Dates

- ***Ultimate Viewpoints:56*** (a virtual Showcase experience)--October 2020
- **October General Meeting--October 14, 2020**

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
10/15 RoseMary Mitchell
10/16 Charlotte Lacey
10/21 Bernadette DeMesme-Anders
10/23 Kristin Bennett
10/24 Garrett Collins
10/25 Dianne M. Magee
10/26 Marjorie Lindbeck
10/26 Louise Strnad
10/30 Hilda Hacobian
10/31 Mary Jarrett



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.