



PASADENA
SHOWCASE
HOUSE
for the Arts

Just In Showcase

December 2022



General Meeting
January 4, 2023 at 9am

Vikki Sung
President

President's Message
Vikki Sung



Happy December! I want to thank everyone who came to the Holiday Party on December 9 at the *Flying A Garage*! We had a record turnout of nearly 70 people. Most of the attendees got the memo and came in their roaring twenties best. We are so grateful to Aaron and Valerie Weiss for giving us entree into their stunning garage. We'll share some photos below. Kudos to Britta and her Holiday Party team, including Dotty Ewing, Colleen Robertson, Michele Lembo, Jan Suter (way to jump right in!), Jan Wiles, and Mary Jarrett.

By the time this JIS is published, we will already have had the Formal Presentations. I hope you

Eileen Reilly
First Vice President

Matt McIntyre
Second Vice President
Benefit

Undine Schwarz
Third Vice President
Finance

Suzanne Hart
Fourth Vice President
Gifts & Grants

Dotty Ewing

were able to come to be the fly on the wall and hear about the transformations to come. We are welcoming many new designers, several long-time Showcase designers, and several second-time returning designers.

Planning for the Empty House Party is underway. The party will be on Friday, January 20. Thank you, Lynne Graves, for heading up the team. Be sure to come to see the house in all its gilded glory one last time before construction begins. Look for digital invitations to be going out soon.

You should have already received your Patron invitations by mail. Please consider becoming a Patron and receive the benefits of free tickets to the house tour as well as to the parties, if applicable, while supporting our fundraising. If you know of anyone whom you think would like to become a Patron, please give their contact information to Dotty Ewing at dotty.ewing@gmail.com.

Our next big event after the Empty House Party is the Instrumental Competition on Saturday, January 28. If you signed up to volunteer, you will hear from Christine Upton. Everyone is invited to come to hear these very talented young performers. The Competition will take place at the Pasadena Conservatory of Music.

Mere days after Instrumental Competition, is the Pasadena Showcase Youth Concert at the Walt Disney Concert Hall on Wednesday, February 1. If you signed up to volunteer, you will hear from chair Helen Gipson. Youth Concert in-person returns after a three-year hiatus due to the pandemic. I'm looking forward to seeing all those eager faces of fourth-graders.

I wish every single member of Showcase a lovely

Membership

Stephanie Johnson
Secretary

Gretchen McNally
Advisor /
Parliamentarian

Barbara Lake
Benefit Chair-Elect

Britta Piotrowski
Hospitality

Christine Upton
Instrumental
Competition

Marsha Seyffert
Music Mobile™

Helen Gipson
Youth Concert

Colleen Robertson
Provisional

Garrett Collins
Public Relations /
Marketing

Cathy Hilton
Publications

holiday season. I hope you get to spend it with the ones you love. See you at the January 4 General Meeting.

Michele Lembo
Season Tickets

Jenny Chiang
Treasurer

Honorary Members

Dana Marevich
Archivist / Historian

**Erin Dundee &
Lynn Mehl**
Associate
Representatives

2022 Holiday Party





2nd VP Benefit

Matt McIntyre

Empty House Party - Lynne Graves

Join us on Friday, January 20th for our annual Empty House Party! This is a unique experience celebrating the night before construction begins on the 2023 Pasadena Showcase House of Design. Be among the first to step inside Stewart House at this exclusive party with french fare and hosted beer, wine, and signature cocktails.

Tickets - Cathy Hilton

Gift Certificates are on sale to members for \$45 until the March 1, 2023, General Meeting. Purchase them at pasadenashowcase.org/giftcertificate/ and we will mail them to your home. If you would prefer to pay by check, please contact Cathy Hilton at 215-622-3201.

Empty House Party tickets will go on sale shortly at the member price of \$125 per person. Once these are available, you will find information and links to purchase tickets under **Member Tickets** on the Member Dashboard of our website.

Patrons - Dotty Ewing

PATRONS: Members and Friends Who Help us *Share the Joy of Music*

Are you a Tchaikovsky, Beethoven, Chopin, Handel, or Vivaldi fan? Take another look at your Patron mailer, go to www.pasadenashowcase.org/patron/ or call me at 626/826-2339 and see the tickets and other opportunities at various levels. You might find that package that just suits your needs!

Deepest thanks to the many Active, Business and Associate members who have already responded to our recent Patron mailing. Acknowledgements and your gift certificates will be sent shortly.

For financial purposes, I believe tax consultants will remind all of us that donations sent prior to 12/31/2022 can provide you with a tax deduction for this year.

And, of course, Pasadena Showcase will accept your contribution in the new year too!

4th VP Gifts & Grants

Suzanne Hart

Happy Holidays Members!

This is the time of year to spend with family, friends, and loved ones. Personally, I truly value all the wonderful friendships I've developed through PSHA!

I also deeply appreciate the commitment demonstrated by our members. An example of such is our Gifts & Grants Committee which has already gotten off to an exciting start. Through everyone's hard work during our 2022 Benefit, we have a very generous allocation of funds to be given out in 2023 . . . to the tune of \$900,000 (which may be a record)! Grant applications closed on November 30th and resulted in over 80 organizations contacting us for support. The G & G committee met and is now deep in the process of researching and reviewing grant requests. No easy task as there are so many wonderful non-profit groups in our community.

We will meet again in early February to develop our Gifts & Grants plan. We will then proudly announce all recipients in February!

Membership

Dotty Ewing

All of us on the Membership Committee wish you the best holiday season and hope you have lovely family and friends meetings, events, and meals!

It has been an incredible year so far, with 22 newly approved Provisionals. And if you can believe it, we may have 2-3 more before the 12/31 deadline for applications so new members can work at the 2023 House.

I am happy to fast track any friends or family interested at this last minute, or work with them after the first of the year, to join later in June.

And as always, thanks for your support bringing great candidates!

Instrumental Competition

Christine Upton

The 36th Pasadena Showcase Instrumental Competition is underway!
Applicants are currently being submitted our online portal: GetAcceptd.com.

The deadline for submitting an application is January 5, 2023. The final competition will be held on January 28, 2023 at the Pasadena Conservatory of Music. Thanks to all the members, and especially so many Provisional Members, who have volunteered for help with the event.

We invite all PSHA members to come to support the talented musicians who will be performing before our distinguished panel of Los Angeles Philharmonic musicians. It's so rewarding to see the funds raised from the Showcase House being awarded to exceptional youth musicians.

Music Mobile

Marsha Seyffert

At the November meeting, the PSHA Board voted to proceed with a proposal presented by Rachel Doudrick of the Pasadena Conservatory of Music. The proposal is to develop a more relevant program for today's third graders. We have since formed a committee to oversee the new Music Mobile program. Committee members are Vikki Sung, Marsha Seyffert, Christine Upton, Suzanne Hart, Meriam Stewart, and Lani Moore.

Provisionals

Colleen Robertson

What a fabulous group of new members we have this year! We are up to 24 Provisional Members and expect several more to be approved by the Board of Directors in January.

We had a great time with many of our Provisionals attending the Holiday Party, dressed to the nines in their Roaring Twenties attire! Several of them jumped in to assist with check-in and set up for the event, which is typical of these amazing women who are already front and center ready to participate.

Fourteen of us met for a Happy Hour get-together at Gauchos Grill in November, and we are planning a new member dinner with the Board in January, so we can try to get to know so many new faces as soon as possible!

Thanks to our current members who have brought these wonderful new

members to our organization; we couldn't have done it without you!

It is a joy to be Provisional Chair, and I'm looking forward to working with all of our newest members in the New Year!

Public Relations

Garrett Collins

As the year draws to a close, we have so much to look forward to in the new year. The 2023 Pasadena Showcase House of Design is poised for great success, and we're already seeing much excitement from the public and media. When we announced the 58th Showcase House, we received coverage in [Pasadena Now](#), [Pasadena Outlook](#), [Outlook Valley Sun](#), and expect articles in the coming weeks from Arroyo Magazine, Pasadena Weekly, among others. This year, we've brought on a new PR agency, [Secret Agent](#), to expand our reach. They will be focusing on regional and national publications, design-oriented media, sponsorships and partnerships. In addition, they will be managing our social media accounts throughout the construction phase and during Showcase. They will be adding many new contacts to our media list, with invites for Empty House Party going out soon. Other tickets marketing projects—including digital & print advertising, postcards, and streetpole banners—are being planned for.

In addition, we continue to pitch and receive coverage for other programs and stories across Pasadena Showcase, including this [profile of 2022/23 President Vikki Sung in the Pasadena Outlook](#), and [Gifts & Grants applications in the Crescenta Valley Weekly](#). We look forward to covering the Instrumental Competition and Youth Concert in January.

Publications

Cathy Hilton

Active, Business, and Provisional Members who have not received their Roster may pick it up at a General or Benefit Meeting. Rosters were mailed to Associates and Leave of Absence Members.

We are delighted to have so many new Provisional Members! To make it easy to update your Roster with contact information for all 22 new members, [here](#)

are the updated [Provisional pages](#) ready to print, fold, and insert into your Roster.

Here are additional Roster Updates:

Jeffrey, Noel (*Associate*)

Mrs. Alexander Jeffrey

2500 Barton Creek Blvd. Apt.1303

Austin, TX 78735

C: (626) 644-4580

noelajeff@gmail.com

Varner, Charlotte (*Associate*)

Ms. Charlotte Varner

700 Central St, Unit 7314

Salem, NH 0307

C: (626) 644-0990

cvcalif@gmail.com

For the most up-to-date member contact information, log in to our website and go to Member Directory our Member Dashboard. Need help logging in? Contact Cathy Hilton at hilton.cathy@gmail.com.

Season Tickets

Michele Lembo

Many of our members participated in the survey for the LA Phil's complimentary concerts at Walt Disney Hall. There were 30 tickets available for each of two concerts, which are coming up in 2023.

January 14, 2023 - MTT conducts Mahler 9

February 3, 2023 - Ray Chen plays Mendelssohn

Those members that are getting tickets will be receiving them in the mail shortly. Please notify me if your plans change and you are not able to use your tickets since there are other members on a waiting list.

Enjoy the concerts and Happy Holidays to all of you!

Associates

Erin Dundee & Lynn Mehl

Congratulations and many thanks to Britta Piotrowski and her team of elves for making the Holiday Party a fabulous event. If you missed it, you truly missed a fun evening. Luckily, we have many more events planned for 2023. Invitations to the Empty House Party on January 20th will be coming out shortly. Please refer to your monthly newsletter for more details on upcoming events. The January newsletter is just around the corner. Please note that the January 4th General Meeting is a morning meeting.

In thinking of your commitment to PSHA please consider volunteering on a Benefit Committee, for one of the Music Programs and/or through the Patron Program. You continue to be valued as an integral part of the PSHA family.

We want to thank you all for your dedication and support over the years to PSHA and wish you all a beautiful holiday season filled with happiness, peace, and good health.



Important Dates

Tuesday, January 3 at 9am - Lydia's Lacy Park Walk

Wednesday, January 4 at 9am- General Meeting with Benefit Meeting

immediately following at the Clubhouse at Orange Grove Village, 409 W. Walnut Street, Pasadena.

Wednesday, January 18 at 4pm - Board Meeting

Friday, January 20 at 7pm - Empty House Party

Saturday, January 28 - Instrumental Competition at Pasadena Conservatory

Wednesday, February 1 - Youth Concert at Walt Disney Concert Hall



01/07 Suzanne Sposato

01/09 Jacqueline Blank

01/09 Sally Hazen

01/11 Susie Aprahamian

01/11 Irene Wan

01/11 Jan Wiles

01/13 Patricia Kent

01/14 Lynne Graves

01/15 Nicole DeWeese-Quiroz

01/15 Susan Mahlmann

01/16 Mary Gillham

01/19 Donna Brambila

01/19 Debra Scott

01/21 Illona Neff

01/22 Sue Boegh

01/24 Cindy McNeish

01/25 Shari Domenghini

01/28 Lani Moore

01/28 Deborah Rodin

01/29 Michelle Liset

Not getting PSHA emails?

Please be sure these are included in your email contacts:

president@pasadenashowcase.org

psha@pasadenashowcase.org

emailadmin@pasadenashowcase.org



Watercolor by Lynn Van Dam

[View this email in your browser](#)

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