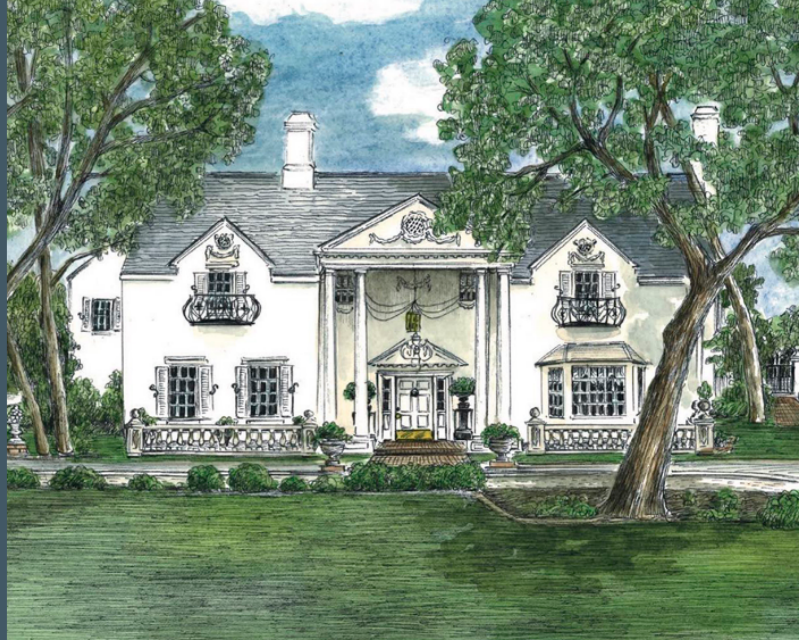




PASADENA  
SHOWCASE  
HOUSE  
*for the Arts*

## Just In Showcase

January 2023



### General Meeting February 8, 2023

**Vikki Sung**  
President

### President's Message Vikki Sung



Happy Year of the Rabbit!  
According to some, the lunar year of 2023, which began on January 22, will be a year of prosperity and hope. 2023 is also the 75th anniversary of our organization. Formed as the Pasadena Junior Philharmonic Committee to support the Los Angeles Philharmonic Orchestra, we have been supporting music since 1948.

As we embark on our 75th year of fundraising and the 58th Pasadena Showcase House of Design, the auspicious predictions bode well for us. Look for more details to come on how we will commemorate our Silver Jubilee.

The Interior and Exterior teams have been

**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**

working hard engaging with their respective designers and making sure their Showcase experience gets off to a good start. We hope many of you were able to make it to the Empty House Party or Formals presentations to hear about the various design plans. The designers with their refined design plans were on hand at the Empty House Party to introduce their proposals. There are some exciting transformations that I can't wait to see.

Kudos and thanks to Lynne Graves who led the Empty House Party team in creating the fabulous event. We had over 416 RSVPs. The *Maison Vide* team included veteran Actives, first-year Actives, and Provisional members alike. EHP officially kicked off the Showcase transformation work to the media and the general public.

We are reminded that it is because of all the hard work that our members put into the Showcase House in creating entertaining and enjoyable experiences that we are able to hold such programs as our upcoming Instrumental Competition at the Pasadena Conservatory of Music on January 28 and the Youth Concert at the Walt Disney Concert Hall on February 1.

Even if you are not a volunteer at the Instrumental Competition, I highly recommend that you attend to hear the finalists perform.

Later, be sure to attend the March 1 General Meeting. I strongly encourage you to attend to cast your vote on the 2023-2024 slate for the Directors of the Board.

I will see you all at the House!

Membership

**Stephanie Johnson**  
Secretary

**Gretchen McNally**  
Advisor /  
Parliamentarian

**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

**Michele Lembo**  
Season Tickets



**Jenny Chiang**  
Treasurer

**Honorary Members**

**Dana Marevich**  
Archivist / Historian



**Erin Dundee & Lynn  
Mehl**  
Associate  
Representatives



**2nd VP Benefit**

**Matt McIntyre**

**Patrons - Dotty Ewing**

*Gratitude is the music of the heart  
when its chords are swept by the breeze of kindness.*

*Unknown*

The 2023 Patron Campaign is not yet over, but Pasadena Showcase members, friends and family have already shown themselves to be extraordinarily

generous in these economically challenging times.

To date, 92 Patrons will be attending Empty House Party, and all will be “labeled!” Please stop and thank them for their support. And thanks, too, to all of you who have stepped up!

### **Staffing - Lani Moore**

It's happening. We have retired STARS and Members will be scheduling their Prestaffing and Showcase shifts with VicNet. You will find the link to it on the PSHA website. More information about how to access and log onto the VicNet portal will be shared at our February General Meeting. Look for emails from the Staffing Committee regarding setting up your VicNet Username and Passwords. You are encouraged to activate your account prior to the General Meeting so that you can sign up for your desired shifts as soon as possible. Prestaffing shifts begin February 13.

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## **Membership**

### **Dotty Ewing**

#### ***26 and Done and Won!***

Twenty-six new members have joined Pasadena Showcase this year! These wonderful women are bright, talented, experienced, and ready and eager to help. This winds up our current membership drive for Provisionals who will work on this year's House. Four new members were approved at the last Board meeting. Colleen Robertson, Provisional Chair, will introduce them in her article below.

And as I have said before, these leads and winning numbers came, for the most part, from our current members. Thank you, Matt, Garrett, Colleen, Lisa, Barbara L., Marcia, Helen, Ani, Susie, Suzanne, Susan D., Lani, Lela, Hilda, Cindy, and Analily, for sharing your friendships and enthusiasm for Showcase. Clearly, your passion is infectious, but in a good way!

From now till May, please continue referring people and we will meet with them separately. If they are interested, they will be invited to a reception in May at the House, and hopefully, join in time to be approved at the June Board meeting.

#### ***Good Members Need Guides***

There was once a mentoring program for first-year members. Analily Park has



suggested that we reinstate this program so that as our current first-year members delve deeper into Showcase we can help them navigate their first House, rules, regs, policies, events, and more. Volunteers are welcome to step up to be mentors. And first-years, please feel free to raise your hand if you'd like to connect. Getting this in place this year will put us in a good place as we encounter 26 more first-years in June.

### ***Being Responsible***

Now is the time to take a quick accounting of how you are fulfilling your annual responsibilities as a Pasadena Showcase member. It's a quick list:

1. Dues paid after April 1, but before June 30.
2. Attendance at General Meetings: 3 for Provisionals and Actives; 2 for Business members
3. Service on a Benefit Committee: If you are unsure about this, or unassigned, please contact me or Matt McIntyre.
4. House Staffings: More detail to come.
5. Service at our Musical Events: January 28 Instrumental Competition and February 1 Youth Concert

Please feel free to contact me if you have questions or concerns about meeting these annual requirements.

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## **Hospitality**

### **Britta Piotrowski**

Thank you to our fabulous Hospitality Committee. It's great to have a big committee this year as we will also be handling most of the Benefit Hospitality events at the house. I'm happy to say that we have six Provisionals on the team now! Thanks for jumping in... Jan Suter, Maria Ferrer, Shelly Harlow, Annie Garabedian, Colleen Schultz, and Mary Lyon!

### **Upcoming Events:**

#### **Wednesday, February 8 at 4pm**

General Meeting at Altadena Country Club.

Special Guest Speaker is Tim Gregory, an Architectural Historian here in Pasadena.

**Wednesday, March 1 at 4pm**

General Meeting at San Gabriel Country Club

**Wednesday, April 19 from 10am-2pm**

Punch & Lunch

**Friday, April 21**

PREMIERE NIGHT!

**Sunday, April 23**

HOUSE OPENS!

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**Instrumental Competition**

**Christine Upton**



PASADENA  
SHOWCASE  
H O U S E  
*for the Arts*

## **Pasadena Showcase House for the Arts**

Cordially invites you to the

### ***36th Instrumental Competition***

### ***Finals***

Saturday, January 28, 2023

10:30 am to 3:00 pm

Pasadena Conservatory of Music

Barrett Hall

100 N. Hill Street, Pasadena

Please note that at the request of the judges,  
Not all pieces will be performed in their entirety during the competition

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**Music Mobile™**

**Marsha Seyffert**

We are in the process of pulling together a contract with the Pasadena Conservatory of Music. They are developing the new updated Music Mobile™ Program for third graders. This year is a creative year and we will not actually be taking it into schools before October of 2024. At that time we will

schedule members to again assist PCM professionals who will actually present the program.

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## Youth Concert

### Helen Gipson

The youth concert is next week, February 1, and everything is coming together like a symphony with so many of you coming together to make it happen!

The volunteer information and instructions were emailed last week. Please contact me if you have not received yours.

A special thanks to each of you! See you at the Youth Concert on February 1.

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## Provisionals

### Colleen Robertson

Let me introduce you to our last group of four new Provisional members approved at our January Board of Directors meeting, making that a total of 26 new members for 2022-23! We have several more people interested and waiting until the next membership year starts in June.

Mary Lou Byrne – from Arcadia, a Superior Court Commissioner for Los Angeles County, with experience in several local community groups. Mary Lou was introduced to Showcase by Matt McIntyre and Garrett Collins.

Gohar Ohanian – from Toluca Lake, Gohar has been a fitness guru for many years with fund raising experience for several organizations, Gohar now is chef extraordinaire and holds cooking classes with her sister. Our group is going to experience her teaching first hand for our February meeting!

Annie Garabedian – lives in Duarte, and was introduced to Showcase by Barbara Lyle. Annie was employed by Pasadena City College for seven years and was owner of an interior design company. She has volunteered for Elizabeth House, Fellowship Monrovia and ABBC for the past twenty years. Annie was introduced by Ani Kenderian.

Sonia Chelsvig – a resident of San Gabriel, was introduced by our member, Lisa Loeffler. Sonia has been employed as a school psychologist for over fifteen years, and has been a volunteer for Pet Partners Pet Therapy Team,



and Huntington Gardens as a Volunteer Gardener. She loves both interior and exterior design, and has already gotten involved with this year's Showcase House Exterior Committee.

These new members joined our entire group for a meeting and dinner in January at the lovely home of Dotty Ewing. We had a wonderful time getting to know all of the Provisionals present, and enjoyed a fabulous "pot-luck" with the new members contributing to a great dinner.

Eighteen Provisionals joined us at our recent Empty House Party, and at least twelve of the new members volunteered to help with Check-In. This is an energetic, talented group of amazing women and we are truly grateful they have chosen to join Pasadena Showcase House for the Arts.

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## Public Relations

### Garrett Collins

The PR Committee is "off to the races" with our first major media event last week—the Empty House Party. We had over 60 media in attendance, and my thanks to the PR Committee (Michele Lembo, Stephanie Johnson, Christine Upton, Ying Ying Lin, Barbara Bishop, and Analily Park) for their support with outreach and check-in. You can read the first article covering that event on [Pasadena Now: An Empty House Filled With Promise](#). Expect many more articles and photos to follow.

As you may know, we have brought on a PR agency this year to support our efforts—Secret Agent—and they've added new media outlets and contacts to our list. We're looking forward to expanded press and social media coverage in the coming months, particularly focused on the design world.

With timed tickets going on sale on February 1, our marketing plans are also starting to roll-out. Over the coming weeks and months, expect to see streetpole banners in Pasadena, postcards, print ads in a variety of publications, digital ads across social media, radio spots, and more.

The PR Committee will be present at both Instrumental Competition and the Youth Concert, and will be promoting in the press and on social media.

Below is a round-up of other recent articles we've received.

- Arroyo Magazine—[History, Legacy, and Community](#)

- Pasadena Star-News—Column: Pasadena Showcase House for the Arts kicks off 'society' happenings for 2023
- South Pasadenan—2023 Pasadena Showcase House of Design | Matt McIntyre Named Benefit Chair
- Pasadena Now—Matt McIntyre Named Showcase House Benefit Chair
- Pasadena Now—See The Pasadena Showcase House Empty At The Empty House Party + Premiere On Friday Night

Plus, we continue to receive coverage of the 2022 Showcase House, such as this recent Architectural Digest article:

- Architectural Digest—11 Genius Decorating Ideas to Steal From Designer Showhouses This Year

As always, tips and ideas are appreciated. Please let me know at [garrettmcollins@gmail.com](mailto:garrettmcollins@gmail.com).

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## Publications

### Cathy Hilton

You can read more about all 26 of our new Provisional members in these **2022/23 NEW MEMBER BRIEFS**. If you want to update your Roster with Provisional contact information, print these **updated Provisional Roster pages** then fold and insert them into your Roster.

Anytime you need the most up-to-date member contact information, log into our website and go to the **Member Directory** on our Member Dashboard. Do you have updates for the Roster? Select **Update Contact Information** and submit your changes.

Need help logging in? Contact Cathy Hilton at [hilton.cathy@gmail.com](mailto:hilton.cathy@gmail.com).

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## Important Dates

**Saturday, January 28** - Instrumental Competition at Pasadena Conservatory

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

**Wednesday, February 8 at 4pm** - General Meeting with Benefit Meeting following, Altadena Country Club

**Tuesday, March 7 at 9am** - Lydia's Lacy Park Walk

**Wednesday, March 1 at 4pm** - General Meeting with Benefit Meeting following, San Gabriel Country Club

**Wednesday, April 19 from 10am-2pm** - Punch & Lunch

**Friday, April 21** - Premiere Night

**Saturday, April 23** - House Opens!



02/01 Vikki Sung

02/01 Linda Zimmer

02/05 Lisa Loeffler

02/08 Annie Garabedian

02/12 Jean Crabtree

02/12 Janet Dahl Willcox

02/16 Colleen Robertson

02/16 Priscilla Stephens

02/17 Rosemary Simmons

02/17 Danielle Takata-Herring

02/18 Yolonda Hamilton

02/18 Janet Webb

02/22 Diane Boysen

02/22 Judith Epley

02/24 Mardi Mann

02/28 Mary Lyon

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**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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