



PASADENA  
SHOWCASE  
HOUSE  
*for the Arts*

## Just in Showcase

March 2024



### General Meeting March 14, 2024

**Suzanne Hart**  
President

### President's Message Suzanne Hart

We are all moving ahead and into action as we always do at Pasadena Showcase House for the Arts this time of year.



Between delivering on our legacy music programs, gifting & granting in the community, and preparing our uniquely own and remarkable Pasadena Showcase House of Design, our members are engaged and running on all cylinders! The air is full of the buzz created by media and in community conversations as the excitement of our “big event” nears. Each year I am truly amazed at the talent and commitment shown by every member as well as the generosity of time and resources given by everyone.

**Matt McIntyre**  
First Vice President

**Dotty Ewing**  
Second Vice President  
Benefit

**Undine Schwarz**  
Third Vice President  
Finance

**Lisa Loeffler**  
Fourth Vice President  
Gifts & Grants

**Cindy Bengtson**

Last night at the City of Pasadena Permits Council meeting, a detailed description of our organization and membership was shared by Benefit Chair, Dotty Ewing, with key representatives in our community, a handful of our members in support, and a few visiting members of the public. As I reflect on the moment, I am once again awed and inspired by our capabilities as a group and our history as an organization. Even with my twenty years of membership, hearing about our accomplishments over the years, again, still surprises me and brings on a sense of pride.

Thank you for your dedication and let's spring forward into abundance!

Membership

**Charlotte Lacey**

Secretary

**Vikki Sung**

Advisor /  
Parliamentarian

**Shari Domenghini**

Hospitality

**Colleen Robertson**

Instrumental  
Competition

**Marsha Seyffert**

Music Mobile™

**Stephanie Johnson**

Youth Concert

**Ani Manjikian**

Provisional

**Danielle Takata**

Public Relations /  
Marketing

**Cathy Hilton**

Publications

**Lani Moore**

Season Tickets

**Jenny Chiang**

Treasurer

**Honorary Members**

**Debra Qurtman**

Archivist / Historian

**Erin Dundee &  
Marybeth Rehman-  
Dittu**

Associate  
Representatives

## **2nd VP Benefit**

**Dotty Ewing**

*You like me! You really like me!*

–Sally Fields, 1985

### **Yes, The City of Pasadena Likes Us!**

Our Conditional Use Permit (CUP) was approved! On Wednesday evening, February 21, the City of Pasadena approved our petition to create, open for tours for 25,000 people, and then properly close the 2024 Pasadena Showcase House of Design through July 2024.

It was gratifying for us to learn throughout the process of drafting documents and talking with the City and over a dozen officials, that they are happy Pasadena Showcase is returning to Pasadena. It has been seven years since we had a house in our city, Dana Marevich's 2017 House on La Loma.

Many thanks to Permits Co-chairs, Mary Lou Byrne and Bee Campbell, Parking and Transportation Chair Lydia Rubin, Neighbors Chair, Cindy Bengtson, General Ops Co-chairs, Susy Woo and Kassie Douglass, House Ops Chair Jennifer Cratz, and counsel from Matt McIntyre, Vikki Sung, and Lynn Mehl that got us to this pivotal point. And I am grateful, too, to many of you who contributed to sections of the final submission.

## **But it is a “conditional use permit: with two issues.**

1. Approval will be final on March 4, if no neighbors raise issues about parking, traffic, or noise.
2. We also have 44 items on the “conditions” list. The good news is that the City's requirements are items and reports that we are already working to include in our plans. Mary Lou and Bee will be in touch with some of you soon to complete our paperwork to assure the City we are complying with their requirements.

## **Lots More Work Ahead**

And yes, there is a lot more work ahead. Thank you all for your creativity, consistency, and hard work as we get closer to opening day!

## **4th VP Gifts & Grants**

### **Lisa Loeffler**

In early February, the Gifts & Grants Committee spent the day hard at work reviewing, discussing, and making final recommendations on the 102 grant applications that were received this year. Deliberations were held at the Pasadena Humane's new board room where the latest technology allowed members from California to Florida to participate. Thank you, Charlotte Lacey, for making the arrangements.

The list of recommendations was presented and approved at the February Board of Directors meeting and will be announced at the March General Meeting.



2024 Gifts & Grants Committee

Deliberations Meeting, Pasadena Humane

## Membership

### Cindy Bengtson

Thanks to our newest members for jumping in and joining in. Many of them already helping out at our special events and upcoming music programs. Thank you Provisionals!

It is time to invite more talented and fun men and women into our organization. Please refer interested friends and colleagues to Membership Chair Cindy Bengtson at [membership@pasadenashowcase.org](mailto:membership@pasadenashowcase.org). We will hold an information reception for prospective new members at the Pasadena Showcase House on Tuesday, April 30 at 4pm. Interested individuals need to be invited by the Membership Committee (walk-ins not encouraged). Please send the name, email, and phone number of prospective new members to Membership Chair Cindy Bengtson at [membership@pasadenashowcase.org](mailto:membership@pasadenashowcase.org) by **April 20!**

Our membership drive continues through December so you have plenty of time

to send suggestions to the Membership Committee!

## **Advisor/Parliamentarian**

### **Vikki Sung**

Many thanks to those who have completed the Nominations Survey for Standing Committees. If you have not yet completed the survey, you may find it [here](#). We are pleased to announce the Slate for the 2024/2025 Board of Directors ([see slate here](#)). We thank these members for stepping up and agreeing to help lead our organization. The slate will be voted in at the March General Meeting. Be sure to attend.

## **Instrumental Competition**

### **Colleen Robertson**

The Finals of the 37th Instrumental Competition are finally here—this Sunday, March 3. If you are free, please join us to hear these talented students. It will begin at 10am with a Welcome and Introduction of Judges. The first performance will be at 10:45 (no admission after 10:30) and will end with the Awards Presentations at approximately 2:45 or 3:00pm.

You may park in the lots at 72 N. Hill Ave or 50 N. Hill Ave, both adjacent to the Pasadena Conservatory on the same side of the street and across from the Lutheran Church. There is also residential street parking nearby.

Thank you to all the wonderful volunteers giving up their Sunday to be with us, and to all of you who want to support these amazing, hard-working high school students trying to further their music education and careers. They are delightful kids, and have eye-opening talent!

And a special thank you to Kathryn and Charles Hofgaarden, who are generously underwriting the awards for these deserving students.

See you there!

## **Music Mobile™**

### **Marsha Seyffert**

Suzanne and I recently visited with the creators of our new Music Mobile Project at the Pasadena Conservatory of Music. This is a visual, auditory, and participatory exploration of the four building blocks common to music everywhere. Each of the four elements is associated with a different color, i.e. beat and rhythm represented by red, pitch and melody shown in blue, etc. The colors will be carried through the logo and animations, as well as featured on the Music Mobile vehicle itself. We were pleased to see the beginnings of the new program. Its colorful and vibrant animation and hands-on experiences will make it, we feel, immediately attractive to young audiences. Although it is in the early stages of development, it appears to offer an exciting and robust learning endeavor for our third grade students.

## Youth Concert

### Stephanie Johnson

The Los Angeles Philharmonic Symphonies for Schools concert “*Swan Lake: Reimagined*” took place February 27 at Disney Hall. Thank you to the 30 members who participated in ushering the students - from the bus greeters, to lines and then to their seats.

The 3, 4, 5 grade students were enthusiastic and remarkably well behaved. The two performances of “*Swan Lake: Reimagined*” were marvelous and perfect for the age group. Who knew that the Prince texted, and the swans have large water bottles with them? The LA Philharmonic staff were great organizers. It is a feat to get 2,000 children out and another 2,000 inside in a fifteen minute turnaround.

Vikki Sung was the host for members of the Green Foundation. Suzanne Hart made an excellent introduction before the concert where the Green Foundation was recognized for their support of the Youth Concert over many years.

As Randy Newman says: *Another perfect day, I love LA*. If you missed this year’s concert, please sign up for next year. It is a blast.



## Public Relations



## **Danielle Takata**

The PR/Marketing Committee has been working hard on getting the word out about this year's Showcase House. Here are some articles that we've been in with more in the pipeline:

Pasadena Now: [Getting Ready to Show Off](#)

Pasadena Weekly: [An Immense Role](#)

Pasadena Star News: [Pasadena 'Empty House Party' Gets the 'Before' Treatment Now Comes the 'After'](#)

Pasadena Now: [Time-selected Tickets Go On Sale for the 59th Pasadena Showcase House of Design](#)

Chinese World Journal: [Pasadena Showcase House of Design Renovation of English Tudor Style Manor](#)

Pasadena Weekly: [A Platform for Designers PSHA Holds Empty House Party at Potter Daniels Manor](#)

Beverly Press and Park LaBrea News: [Potter Daniels Manor Headlines Pasadena Showcase](#)

Valley Scene Magazine: [2024 Pasadena Showcase House of Design: A Tudor Wow! Page 25](#)

Greer's OC: [The Pasadena Showcase House](#)

PR supported Youth Concert and we will also be covering Instrumental Competition on March 3rd! We'll be gathering information for press releases and capturing photos. Streetpole banners will be installed March 20–May 20. We've been allocated prime locations this year so we're very excited. We're currently working on the mailers, digital ads, and radio spots. Print ads will be in Pasadena Magazine as well as other local publications. We're continuing our outreach to media outlets as well as connecting with social media influencers. We've been busy creating content for our social media platforms and have been working on strategies for designer and sponsor spotlights. We've also sent out our calendar listing to the media. Thank you to the PR/Marketing Committee for all of your contributions: Michele Lembo, Garrett Collins, Natalie Farrow, Ying-Ying Lin, and Christine Upton.

Just a friendly reminder that we're all Brand Ambassadors of Pasadena Showcase, so please spread the word!

## Publications

### Cathy Hilton

If you want to take advantage of special member ticket pricing, you will find purchase links on the Member Section of our website under Member Tickets. Right now, you'll find the link to purchase Gift Certificates which are on sale through March 14. Coming soon are the links for Premiere Night and Member Tickets.

Need help with your website login so you can find the links or complete the Standing Committee Nomination Survey? Email Cathy Hilton at [hilton.cathy@gmail.com](mailto:hilton.cathy@gmail.com).

## Associates

### Erin Dundee & Marybeth Rehman-Dittu

Roses are red, violets are blue, we had a fabulous Galentine's party – hope you did too! Fun, food and friendship was the theme of the night. It was so wonderful to see many our fantastic Associates at the Galentine/Valentine Social at Celestino's. Thank you for all who attended.

Our 2024 Showcase is coming soon so please remember to sign up for staffing shifts via the PSHA website. Hope you all can join us for our next event – more info to come.

## Important Dates

**Sunday, March 3 at 10am** - Instrumental Competition

**Tuesday, March 5 at 9am** - Lydia's Lacy Park Walk

**Thursday, March 14 at 4pm** - General Meeting with Benefit Meeting following

**Saturday, March 16** - Associates St. Paddy's Day Event

**Thursday, March 28 at 4pm** - Board Meeting



03/02	Judee Welch	03/23	Judy Rene Carter
03/04	Brenda Owen	03/23	Mary Hall
03/05	Dotty Ewing	03/24	Patricia Jasper
03/11	Anne Muller	03/24	Alice Lacara
03/12	Cynthia Bengtson	03/27	Charlotte Varner
03/12	Linda Li	03/29	Mark Ostensen
03/12	Undine Schwarz	03/30	Britta Piotrowski
03/14	Suzette Cummings	03/31	Jenny Chiang
03/15	Gari Kupka	03/31	Rena Morris
03/15	Wanda Sullivan	03/31	Rosemary Schroeder

### Not getting PSHA emails?

**Please be sure these are included in your email contacts:**

[president@pasadenashowcase.org](mailto:president@pasadenashowcase.org)

[psha@pasadenashowcase.org](mailto:psha@pasadenashowcase.org)

[emailadmin@pasadenashowcase.org](mailto:emailadmin@pasadenashowcase.org)



[View this email in your browser](#)

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