



The Lehigh Valley Arts Council announces the launch of a new business venture, Eternally Art, in partnership with Heintzelman Funeral Home, Inc., and Lehigh Valley LaunchBox, an entrepreneurial program of the Invent Penn State Initiative. Eternally Art engages local artists in the creation of personalized cremation vessels that reflect the passions and lifestyle of an individual. On November 15, 2016, Penn State Lehigh Valley will host an opening reception on its campus in Center Valley from 5:00 to 7:30 p.m..

The Lehigh Valley Arts Council is the sole agent for Eternally Art and represents a select group of local artists whose work in glass, ceramic, wood, metals, or multimedia offers clients a variety of unique handmade

vessels. The roster of artists includes Peter Lewnes, Deborah Slahta, Michael Kehs, and Dana Van Horn. Visitors to the website, EternallyArt.org, will be able to browse the artists' pages and view their work samples. After discovering an aesthetic style, price range, and appropriate time frame that meet their needs, clients may contact the Arts Council to arrange for an initial consult.

"This venture is an exciting and timely opportunity for the Arts Council's future in many ways," says Executive Director Randall Forte. "It will expand the arts market and raise earned income, all the while in support of our mission."

Studies indicate that baby boomers continue to greatly influence trends as they age and plan ahead for their death. According to data from the Cremation Association of North America, cremation has nearly doubled in the United States in the last fifteen years. In 2014, 46.7% of Americans selected cremation as a more flexible and economic option for their loved ones. The National Funeral Directors Association reports that cremation can be part of another death-services trend—personalization—and attributes the movement to boomers who want to make their memorials more meaningful.

Eternally Art commemorates a person's life by way of art, with the creation of a beautiful handmade urn to preserve his/her ashes. By planning ahead, however, an individual will also be able to enjoy the artwork throughout the remainder of his/her life.

Please log-on to whennow.com/event/launchbox to RSVP for the reception.

Putting My Mark on the Grant Process

by Zach Kleemeyer

About six months ago I joined the Lehigh Valley Arts Council with an interest in strengthening a sense of community that I believe the arts can provide. As an evolving visual artist and arts administrator, I hang my hat on being resourceful and adaptable, and I

know that staying connected to a circle of creatives is invaluable. Of the various hats I've worn so far as Community Engagement Coordinator, my main focus has been to administer the Pennsylvania Partners in the Arts Project Stream grant cycle.

continued on page 2

ARTS COUNCIL MATTERS

Putting My Mark... (continued)

This year's Project Stream process began in May, one week after I started the job, with my cohosting four grant-writing workshops with Executive Director Randall Forte. I saw forty different faces at these workshops but was surprised to find that just fifteen of them applied. Fast forward to August and the process is picking up steam; eight local panelists were secured to review a total of twenty-nine grant applications over two days. My job required that I guide an intern to help me create panel-review books. (*Directing an intern actually accelerated my own learning curve.*) While each panel-review day had its own aura, both were a delight to observe because each panelist was smart, conscientious, and flexible to other perspectives. Reaching consensus seemed natural, and twenty-two projects were selected for funding.

In September, preparations were underway for ARTS COUNT, our annual arts rally and grant-award ceremony on October 19. The event was hosted by Smooth-On, Inc.,



a Macungie based manufacturer of plastics, foams, and more stuff. (*Okay?? Not impressed. Or so I thought, until the staff made a site visit.*) My imagination was ignited as soon as I entered the facility. Perched on the nearest wall was the fire-breathing dragon Smaug from *The Hobbit Trilogy*, roaring and pouring smoke out of its mouth—all above a glowing lava floor! (*Are you kidding me?!*) Plus, the retail shop carried special effects, props, and character masks from *The Walking Dead*, *Jurassic Park*, and *Harry Potter*.

We crafted a “let the dragon out of the bag” social media campaign to illuminate our ARTS COUNT host and build more engagement from our Facebook followers. And (*drum roll, please*) we chose to tap into a new feature on event day: Facebook Live. (*Never tried to stream live before, but why not?!*) Our audience enjoyed the uncut perspective. In fact, going live might be the best thing since sliced bread because it offers an experience from an unedited account with just a click. It definitely raised ARTS COUNT's accessibility to a new height.

Just when we thought we were ready, there was another hiccup in our plan. The Pennsylvania Council on the Arts informed us that the grant-award agreements would not be available prior to ARTS COUNT, so awarding the checks was not possible. (*No problem!*) Using materials found around the office, we cut and glued BIG checks to present instead. Great photo op! (*You can bet I'll be making them next year.*)

The energy that night was contagious, and everyone got to play! I enjoyed donning a vicious-looking bite-mark on my neck the entire evening but I missed out on having a mold of my thumb cast. This was an ARTS COUNT with equal parts formality and play, pleasing all and leaving many wanting more. I'm sure all attendees and live-stream viewers would agree the event strengthened this arts community, and left a mark not soon to be forgotten!

Inside the Arts is a bimonthly publication of the Lehigh Valley Arts Council, 840 Hamilton St., Suite 201, Allentown, PA 18101.

Editor-in-Chief: Randall Forte

Call for submission guidelines. News items must be received by the fifth of the month preceding publication.

Phone: (610) 437-5915 E-mail: info@LVArtsCouncil.org
Fax: (610) 437-5259 Website: www.LVArtsCouncil.org

Publication of *Inside the Arts* is supported in part by grants from the Harry C. Trexler Trust, the Pennsylvania Council on the Arts, and the County of Lehigh.

Board of Directors

President: Danielle Kulnis, National Penn Bank
Vice President: Karen Yeakel, CrossAmerica Partners
Treasurer: Bruce Loch, Thurston Royce Gallery of Fine Art, Ltd.
Secretary: Stephen R. La Pierre, LTCI Ind. Eligibility Review Specialists
Samuel E. Cohen, Gross McGinley, LLP
Daniel Kainz, Sculptor
Gina Kormanik, Lehigh Valley Workforce Investment Board, Inc.
Ann E. Lalik, Gallery Director & Arts Coordinator, Penn State LV Elizabeth Massa, Air Products
Thomas Stathos, Community Volunteer
Todd Watkins, Lehigh University
Ex Officio:
Randall Forte, Executive Director, Lehigh Valley Arts Council

Staff

Lauren Beck, Operations Manager
Zach Kleemeyer, Community Engagement Coordinator

Our Mission:

To promote the arts; to encourage and support artists and their development; to assist arts organizations; and to facilitate communication and cooperation among artists, arts organizations, and the community.



The Lehigh Valley Arts Council is a Pennsylvania Partner in the Arts, a program of the PCA.

Promoting the Value and Impact of the Arts in the Lehigh Valley

Champions (\$2,000+)

Air Products Foundation

Anonymous
The Century Fund
Charles C. Hoch Foundation
County of Lehigh
Crayola LLC
Dexter F. Baker & Dorothy H. Baker Foundation
Discover Lehigh Valley
Duggan & Marcon, Inc.
East Penn Manufacturing Company, Inc.
W. Beall Fowler
Good Shepherd
Rehabilitation Network

Harry C. Trexler Trust

Just Born, Inc.
Lehigh Valley Community Foundation
Lehigh Valley Partnership
National Penn Bank
Pennsylvania Council on the Arts
Sylvia Perkin Perpetual Charitable Trust
Talen Energy

Ambassadors (\$1,000+)

Christmas City Printing
Citizens for the Arts
Embassy Bank
Express Business Center, Inc.
Thomas & Joanne Stathos
Edwin & Karen Yeakel

Advocates (\$500+)

Brown Daub Foundation
Randall & Johanna Forte
Dawn Lennon
Bruce & Pamela Loch
Smooth-On, Inc.
Todd & Nancy Watkins

Wells Fargo Philanthropy Fund

Patrons (\$250+)

Alvin H. Butz, Inc.
Edna Balmat
Kenneth & Susan Berkenstock
Dolly & Lee Butz
Sam Cohen & Cindi Boderman
Gross McGinley, LLC
David & Gina Kormanic

Danielle & William Kulnis
John & Ann A. Lalik
Stephen R. La Pierre
Ellen Larmer & Daniel F. Kainz
Bob & Sandy Lovett
Marilyn Roberts & Sue Sneeringer
George & MaryLou Shortess
John & Sandra Soler
Trade Mark Printing

Sponsors (\$100+)

Marlene Ambrogio
Baldrige Asset Management, LLC
Hank & Joanne Barnette
Steve & Diann Berry
Robert & Laura Black
Mary Bongiorno
Llyena Boylan & Donald Spieth
Bradley Pulverizing Co.
Richard & Juanita Bronstein
Catherine J. Capkovic
Peter & Nancy Cleff
Curtis Dretsch
Robert & Anne Episcopo
George & Jodi Ferrio
Marlene & Arnan Finkelstein
Bob & Susan Gadowski
Peggy Whitney Hobbs
Bernhart & Karen Hochleitner
Charles & Dale Inlander
Miria & Mike Ioannou
Stephanie & Robert Kricun
Henry & Laura Lawrence
Blake & Marilyn Marles
Diane Martin
Barbara Martyska & James Lieberman
Elizabeth Massa
Howard C. McGinn
C. Steven & Rill Ann Miller
Dr. James K. Miller
Jamie Musselman
Bruce & Karen Nicholson
Dr. Christine I. Oaklander
Robert Pearce
Ted & Gale Phillips
Premiere Placement, Inc.
Audrey Gardner Racines
Elizabeth & Danny Reinsmith

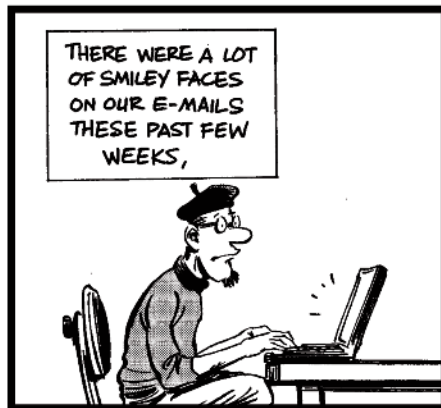
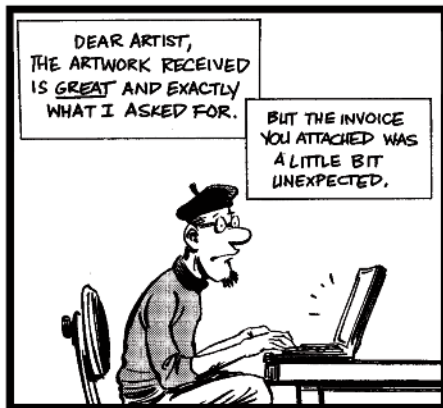
Robert Knox Consulting LLC
Robert Ruhe
Sara Woodward Schrum
Mark & Deena Scoblionko
Roxanne Snyder
Kathryn Stagl
Phillip & Elizabeth Stelts
Shelley Stettner
Ronald & Joan Stocker
Loretta Tryon
Ricardo Viera & Martha Marchena
Elizabeth Warsaw
Robert Williams
Daniel & Carol Shiner Wilson
John & Emma Young

Friends (\$25+)

Leonard Abrams
Margaret R. Adamczyk
Antonio & Karen Angello
Anonymous
Anonymous
Warren & Linda Armstrong
Barbara Barker
Sheryl & Rance Block
Robert & Susan Boehret
M. Wm. Boksenbaum
Marc Bonanni
Nathan Braunstein
Merrill & Nancy Brenner
Cathy & Barry Britton
Frederic & Jennifer Brock
George & Elizabeth Brower
Tom Buchner
Robert & Maureen Calder
Robin Cook
Percy & Anne Daugherty
Lynn Davis
Evelyn DiCandia
Amy & Scott Diehl
Elsa Dimick
Dries Do-It Center
Jane Errera
John & Maureen Fernbacher
Natalie Foster
Mike & Patty Foux
Jack & Sylvia Gallop
Hon. James Knoll Gardener
John Garrity
Joseph & Marlene Gilley
Lynn Godfrey & Carl Lee
Gordon Groff
Judith Haas
Tom Harbin & Judi Roggie
Marna Hayden
Peter & Emilie Heesen
Peggy Heim
William & Cindy Horn
Douglas & Susanna Ihlenfeld
Paul Keller
Barbara Kovitz
Roland & Barbara Kushner
Diane LaBelle & Norman Giradot
Emily LaBoeuf
Ursla & Edward Levy
Nick & Jeanne Marie Maiale
Roberta Marcus
Kathy McAuley & Michael Much
Robert & Linda Mericle
Ellen Millard-Kern
Vanessa Moore
Harley Newman
Henry & Phyllis Perkin
Marianne & Stephen Phillips
Roger & Marie Phillips
Jim & Carol Redenbaugh
Alene & Michael Rose
Linda A. Rosenfeld
Janet Roth
Stephen & Maureen Russell
Karen & John Samuels
Carl Schietrum
Lawrence & Marion Sheinberg
Ann Simmons
Deborah A. Slahta
Gloria Snyder
Kurt & J. Lynn Steckley
Elizabeth Steltz
Michael & Sybil Stershic
Elaine & Carl Stolpe
Maribeth Sublich
Barbara Tracy
Richard & Lidia Viehman
Sonja & Clint Walker
Janice Weston
John & Betsy Wetzig
Marta Whistler
Constance White
Paul & Lucille Windt
Elmer & Alice Yeakel

Names of recent donors (as of 10/24/16) are bolded.

address service requested



THE INSIDE TRACK

Photographer Lydia Panas announces the arrival of her new publication, *Falling From Grace*, a limited-edition book sold separately or in a set with a numbered and signed print.

Photographer Lydia Panas announces the arrival of her new publication, *Falling From Grace*, a limited-edition book sold separately or in a set with a numbered and signed print.

NEW MEMBERS

Individual

Jennifer Ancker
Samantha Anderson
Alberto Chor
Susan Gottshall

Janet Snedeker
Paul Willistein

Household

Jane & Noel Fisk
Valerie Johnson

Robert Laconi
Yi-Wen Lai
Lucas Lasagna
Jean Anne & David Shafferman

Business

Mayura Academy of Dance

ONE LAST THOUGHT

A Call for Faith

The value and impact of the arts in our country will be tested post-election. The partisanship and rancor that marked the presidential campaign has created division and frustration

among the populous and threatens to undermine our political institutions.

The arts foster self-expression and self-determination, while respecting others with an opposing point of view. These are key attributes in our democracy, and like freedom, require our vigilance and respect.

We need artists to continue to bring people together and help restore faith in each other and in our democratic process.

Randall Forte

Looking for information that will help you choose an educational arts program for your children?
Everything you need to know will be available at the
SECOND ANNUAL YOUNG AT ART EXPO
SATURDAY, MARCH 11, 2017
10:00 A.M. TO 2:00 P.M.
PENN STATE LEHIGH VALLEY