



what's your story?

The 2017 annual membership reception welcomes members and their friends to celebrate the launch of the Power of Story project, an advocacy campaign that emphasizes through personal reflection how the arts transform lives. On Wednesday, July 12, 2017, from 5:30 p.m. to 7:30 p.m., the Lehigh Valley Arts Council hosts the festivities at the Penn State / RE:find Pop-up Gallery (fka the Moravian Book Shop in Allentown), with an exhibit of recent work by international artist and native son Thomas Mann. You are invited to “pop in” and share a moment when the arts touched your life.

The arts tell us stories about what it means to be human and keep us connected to each other. So, what's

your story? Maybe your most memorable arts experience or a creative accomplishment. Or a tale about the power of the arts to heal the spirit or simply create joy. If you are suffering from a little writer's block, the Arts Council has arranged for hands-on activities and interactive activities to inspire you. Videographer Marco Calderon will also be on-site to capture your story on film, and storyteller Mary Wright will demonstrate how to craft a compelling story.

Stories drive action. They generate awareness, increase engagement, and influence behavior by appealing to emotion. A new web portal to a collection of stories will debut at the event, and the invitation to submit extends to the entire community. Add your voice in the medium of your choice: a song, a poem, a video, an image, or the written word.

Featured guest Thomas Mann will speak about a new chapter in the story he is writing—a community arts residency titled “Trajectory Heart.” Mann is creating a new sculpture during the month of July with a small team of students and professional artists in a makeshift studio on the Arts Walk. Guests are invited to visit his studio around the corner, see the work, and hear his plans to document how the public interacts with the sculpture as it tours the region.

continued on page 2



It is important to chart the growth over time of our nonprofit arts and cultural industry. It allows us to identify trends and take action to safeguard this vital economic sector.

Every five years, the Lehigh Valley Arts Council partners with the Americans for the Arts to administer the Arts & Economic Prosperity Study in our region. In 2016,

ninety-eight nonprofit arts and cultural organizations in Lehigh, Carbon, and Northampton counties submitted their expenditure data and attendance figures for their fiscal year ending 2015.

The results have just been released and are noteworthy on many levels.

- 1) After twenty years of double-digit growth, attendance figures to nonprofit arts and cultural events dropped by 1.4 million persons.
- 2) The nonprofit arts and cultural industry remains a big business in the Lehigh Valley—generating a total of \$186.4 million dollars annually in economic activity, supporting nearly 7,000

continued on page 2

What's Your Story... *(continued)*

The recent rumblings about drastically cutting the National Endowment for the Arts, the National Endowment for the Humanities, and the Corporation for Public Broadcasting are cause to mobilize support for continued government funding. "Every story strengthens arts advocacy, many stories command attention," says Executive Director Randall Forte. "Together, we can raise our collective voice for support of the arts in the Lehigh Valley!"

This annual get-together is a popular occasion for members to renew their connection to the arts and to each other—the more the merrier! Refreshments are provided. Admission is free for members; nonmembers pay \$10. For more information about submitting a story, visit LVArtsCouncil.org. RSVP for the event at info@lvarts-council.org or 610-437-5915.

Whose Business... *(continued)*

full-time equivalent jobs, and delivering \$18.8 million in local and state revenues.

- 3) Arts engagement remains strong to the health and welfare of our community, as evidenced by the 6,952 volunteers who donated 323,354 hours in 2015 to these organizations.

Join us on September 8, 2017, for the Whose Business is the Arts? public forum at DeSales University as the community gathers to assess the state of the nonprofit arts in the region and examine mutually beneficial solutions. To register, visit LVArtsCouncil.org.

Your Passport to the Arts

The Lehigh Valley Arts Council announces to the community the release of the new ARTix Passport to the Arts, a buy-one, get-one-free ticket to twenty arts and cultural venues through June 30, 2018. Dance, musical, theatrical, and historical offerings are just some of the travel destinations offered by the passport.

"This year marks the twentieth anniversary of this successful arts marketing promotion," says Executive Director Randall Forte. "When we come together to promote all of the arts in the region, everyone wins: The arts consumer has more choices, the organizations attract larger audiences, and local businesses thrive."

Over the years, the Arts Council has increased the circulation of ARTix and opened the door wider for all people to enjoy the arts. Real estate and corporate relocation offices give passports to new residents relocating to the Valley. Local health networks encourage volunteers to enjoy the arts as part of a healthy lifestyle. Additionally, the social service sector offers ARTix to its clients with disabilities, allowing them affordable access to disability-friendly events. There is definitely something for everyone to enjoy, from symphonic to folk music, fine arts to vintage cars, Shakespeare to Broadway musicals—fun and entertainment for the entire family.

The most direct way to receive your very own ARTix Passport to the Arts is simply to join the Arts Council. An Individual Membership is reasonably priced at \$40 annually. With passport in hand, start planning your itinerary today and build your circle of arts friends. Members also receive discounts to workshops and conferences, subscriptions to the bimonthly *Inside the Arts / Arts Calendar* and to *Lehigh Valley Style*, and free admission to the annual summer and fall membership receptions.

ARTix Passport is made possible through the Premiere sponsorship of Peoples Security Bank & Trust and the support of Christmas City Printing, The County of Lehigh, and The Harry C. Trexler Trust.

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, People's Security Bank and Trust
Vice President: Karen Yeakel, CrossAmerica Partners
Treasurer: Bruce Loch, Thurston Royce Gallery of Fine Art, Ltd.
Secretary: Samuel E. Cohen, Gross McGinley, LLP
Daniel Kainz, Sculptor
Gina Kormanik, Lehigh Valley Workforce Investment Board, Inc.
Ann E. Lalik, Penn State Lehigh Valley Gallery
Stephen R. La Pierre, LTCI Ind. Eligibility Review Specialists
Elizabeth Massa, Air Products
Tabatha Robinson-Scott, Monarch Dance Company
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 value of the arts, foster collaboration in the community, and encourage arts engagement for all people in the Lehigh Valley.



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 (\$2,500+)

Air Products Foundation
 Anonymous
 The Century Fund
Charles C. Hoch Foundation
 County of Lehigh
 Dexter F. Baker & Dorothy H. Baker Foundation
 Discover Lehigh Valley
 East Penn Manufacturing Company, Inc.
 W. Beall Fowler
 Janet Goloub
 Harry C. Trexler Trust
 Just Born, Inc.
 Lehigh Valley Partnership
 Pennsylvania Council on the Arts
Sylvia Perkin Perpetual Charitable Trust

Ambassadors (\$1,000+)

Citizens for the Arts
 Embassy Bank
 Express Business Center, Inc.
 Randall & Johanna Forte
Peoples Security Bank & Trust
 Thomas & Joanne Stathos
 Edwin & Karen Yeakel

Advocates (\$500+)

Brown Daub Auto Dealerships
Christmas City Printing
 Peggy Whitney Hobbs
 Lehigh Gas Foundation
 Dawn Lennon
 Bruce & Pamela Loch
 Elizabeth Massa
 PNC
 Smooth-On, Inc.
 Todd & Nancy Watkins
 Wells Fargo Philanthropy Fund

Patrons (\$250+)

Alvin H. Butz, Inc.
 Edna Balmat
 Kenneth & Susan Berkenstock
 Sam Cohen & Cindi Boderman
 Dolly & Lee Butz
 Charles & Joan Cole
 Fitzpatrick, Cohen & Bubba
Garden Design Inc.
 Sylvia Butz Gardner & John Merton Gardner III
 David & Gina Kormanik
 Danielle & William Kulnis
 John & Ann A. Lalik
 Stephen R. La Pierre
 Ellen Larmer & Daniel F. Kainz

Bob & Sandy Lovett
 Blake & Marilyn Marles
 Mark J. Scoblionko
 George & MaryLou Shortess
 John & Sandra Soler

Sponsors (\$100+)

Marlene Ambrogio
 Baldrige Asset Management, LLC
 Hank & Joanne Barnette
 Steve & Diann Berry
 Robert & Laura Black
 Mary Bongiorno
 Bradley Pulverizing Co.
 Richard & Juanita Bronstein
 Tom & Diane Buchner
 Catherine J. Capkovic
 Peter & Nancy Cleff
 Curtis Dretsch
 Robert & Anne Episcopo
 George & Jodi Ferr
 Natalie Foster
 Bob & Susan Gadowski
 Jack & Sylvia Gallop
 Malcolm & Janice Gross
 Bernhart & Karen Hochleitner
 Charles & Dale Inlander
 John J. Zeiner & Sons
 J. R. Peters Inc.
 Robert & Donna Knox
 Stephanie & Robert Kricun
 Henry & Laura Lawrence
 Diane Martin
 Barbara Martyska & James Lieberman
Kathy McAuley & Michael Much
 Howard C. McGinn
 Stephen Melnick & Trucilla Sabatino
 C. Steven & Rill Ann Miller
Moravian Academy
 Jamie Musselman
 Bruce & Karen Nicholson
 Dr. Christine I. Oaklander
 Robert Pearce
 Ted & Gale Phillips
 Gillian & Scott Pidcock
 Premiere Placement, Inc.
 Audrey Gardner Racines
 Dan & Liz Reinsmith
 Robert Ruhe
Ann Simmons
 Roxanne Snyder
 Ben Spalding, CISS
 Kathryn Stagl
 Elizabeth & Philip Stelts
 Shelley Stettner
 Ronald & Joan Stocker

Trade Mark Printing

Loretta Tryon
 Ricardo Viera & Martha Marchena
 Elizabeth Warsaw
 Janice Weston
 Robert Williams
 Daniel & Carol Shiner Wilson

Friends (\$25+)

Gary & Margaret R. Adamczyk
Megan Angelo
 Anonymous
 Warren & Linda Armstrong
 Sheryl & Rance Block
 M. Wm. Boksenbaum
 Marc Bonanni
 Wendy Bookhultz
 Llyena Boylan & Donald Spieth
 Merrill & Nancy Brenner
 Cathy & Barry Britton
 Frederic & Jennifer Brock
 George & Elizabeth Brower
 Robert & Maureen Calder
 Sally & Joseph Corvino
 Percy & Anne Daugherty
 Lynn Davis
 Eva Derby
 Evelyn & Anthony DiCandia
 Amy & Scott Diehl
 Elsa Dimick
 Dries Building Supply

Jane Errera

Michael Fegley & Mercedes Toone
 John & Maureen Fernbacher
 Michael & Patricia Foux
 Carol Front
 Hon. & Mrs. James Knoll Gardener
 John Garrity
Mandy L. Gero
 Jim & Marion Gewartowski
 Joseph & Marlene Gilley
 Roy Goodman
 Gordon Groff
 Judith & Roy Haas
 Deborah Hamsho
 Peter & Emilie Heesen
 Richard Homa
 Diane & C. Michael Hutchinson
 Douglas & Susanna Ihlenfeld
 Dzintra & Arturs Kalnins
 Sally & Dave Keehn
 Miriam Kiss
 Barbara Kowitz
 Roland & Barbara Kushner

Diane LaBelle & Norman Giradot
 Emily LaBoeuf
 Diane Lachemayer
 Brian Landes
 Ursula & Edward Levy
 Nick & Jeanne Marie Maiale
 Roberta & Norman Marcus
 Loren Marquardt
 Robert & Linda Mericle
 Ellen Millard-Kern
 Dr. James K. Miller
 Margaret Minneman
 Vanessa Moore
 Harley Newman
 Jamie Paranicas & Jacob Pickle
 Henry & Phyllis Perkin
 Randall Douglas Perry
 Marianne & Stephen Phillips
 Roger & Marie Phillips
 Jim & Carol Redenbaugh
 Dr & Mrs Robert Rienzo
Marilyn Roberts & Sue Sneeringer
 Alene & Michael Rose
 Linda A. Rosenfeld
 Nancy Ruffner
 Karen & John Samuels
 Jean & Theodore Sattler
 Carl Schietrum
 Sara Woodward Schrum
 Lawrence & Marion Sheinberg
 Sydney Ann Shollenberger
 Debi Short
 Pat Sickler & Len Parkin
 Megan & Ron Skinner
 Deborah A. Slahta
 Gloria Snyder
 Wendy & David Steed
 Michael & Sybil Stershic
 Elaine & Carl Stolper
 Ronald & Barbara Zamborsky Stone
 Maribeth Sublich
 Barbara Tracy
 Richard & Lidia Viehman
 Sonja & Clint Walker
 Kenneth & Mary Weiland
 Arthur & Barbara Weinrach
 John & Betsy Wetzig
 Marta Whistler
 Constance White
 Gwen White
 Paul & Lucille Windt
 Noreen Yamamoto & Edwin Vincent Sherry
 Alice Yeakel
 Ellen & Gary Zuby

Names of recent donors (as of 6/28/17) are bolded.

address service requested



**THE
INSIDE
TRACK**

Alan Meyerson announces his new book, *First Steps to Jazz Improvisation*, which breaks

down the most commonly used musical harmonies into “three rules” using only major scales.

Visual artist **Jacqueline Meyerson** was featured in June at the 12th Biennial IAPS Pastelworld Exhibition at the Hotel Albuquerque, New Mexico. Her

award-winning pastel painting, *Allan Street*, was one of the few selected among the thousands of worldwide entries.

The NEA awarded an Art Works Award of \$10,000 to **ArtsQuest**, **Touchstone Theatre**, and **Zoellner Arts Center** for the Cirque It! Festival taking place from July 14 to 16. An additional \$10,000 Art Works Award was granted to **Touchstone Theatre** to support the Young Playwrights’ Lab.

NEW MEMBERS

Individual

Cheryl Cherry
Cindy Glick
Julie Golin
Carol Kelley

Thomas E. Kelly

Sharon Keniston
Andrea Osgood Smith
Linda Spencer

Household

Bob & Judy Umlas

Business

Abiding Perspectives, LLC



**ONE
LAST
THOUGHT**

Gathering Evidence

The impact of the arts in a community is both real and elusive, something of a paradox to measure. However, we can find abundant evidence in our region’s economic

story and in personal stories of engagement.

As kids we learned our numbers before we learned the alphabet, so let’s begin with the data. The Arts & Economic Prosperity 5 study reported a 1.4 million drop in attendance and a \$21.6 million decline in annual economic activity in our region. On September 8, the Whose Business is the Arts? public forum will address the reasons. Meanwhile, the nonprofit arts industry in the Lehigh Valley drew 3.6 million people and generated \$186.4 million in economic activity. That’s very impressive!

The Power of Story project invites you to share a moment when the arts touched your life. Making art is very hands-on, and like stories, increases engagement. The individuals attending a performance or exhibit are also active participants in the arts process. We are all storytellers.

Randall Forte