



Advocacy, Advancement, and a Dose of Inspiration

In the next few months, the Arts Council will host multiple public events designed to strengthen arts advocacy and professional advancement, plus provide inspiration to help meet the challenges ahead. These events include professional development workshops in e-marketing and grant writing, and two public forums featuring national presenters who will address the region's business, government, education, and cultural sectors. Through presentations and interactive break-out sessions, the forums will enable participants to explore the value of our cultural community in terms of its impact on the local economy, the state of education, the mutual benefits for arts and business, the promotion of the region, and the enhancement of our overall quality of life.



Ben Cameron



Eric Booth

the need for project-based learning, a collaborative approach that is fostered by arts integration in our schools and valued in the workplace. *Newsweek's* 2010 creativity study reports that when students use the process of fact-finding, problem-finding, and solution-finding, they generate original, practical ideas and meet curriculum goals. Eric Booth, internationally known researcher, author, and

teaching artist will discuss these issues in his keynote remarks at this annual event, to be held from 2:00 to 8:00 p.m. at Penn State Lehigh Valley. Guest speakers Traci Buckner and Julienne Hogarth of Akron's National Inventors Hall of Fame School will present best practices in creative, project-based learning and their positive impact on students' test scores and attendance. Refreshments provided. Fees: \$25/members; \$45/nonmembers.

May 2012: PA Partners in the Arts (PPA) Project Stream Grants Workshops.

Individual artists, arts organizations, and community groups are invited to apply for PPA grant funding in support of arts projects and activities that benefit local communities and underserved audiences in Lehigh, Carbon, and Northampton counties. All projects must occur between September 1, 2012, and August 31, 2013; and the deadline for submission of the grant application is June 29, 2012. Grant workshops will be held from 4:00 to 5:30 p.m. on May 15 at the Lehigh Valley Arts Council, 840 Hamilton St., Allentown, and on May 17 at the Sigal Museum, 342 Northampton St., Easton. These workshops are free. RSVP to ppa@lvartscouncil.org.

April 17, 2012: Breaking the Fifth Wall—Rethinking Arts Marketing for the 21st Century.

Join Patron Technology's Greg O' Neill for a discussion on how to transform your organization's audience development efforts by using e-mail marketing, website design, social media, and Customer Relationship Management (CRM) systems. The session will be held from 5:30 to 8:00 p.m. in the conference room across the hall from the Arts Council office. Refreshments provided. Fees: \$25/members; \$45/nonmembers.

May 10, 2012: Growing Up Artfully Arts-in-Education Forum.

While financial constraints have cut many arts programs, test scores in art-centered schools are on the rise. Current research and press attention focus on

ARTS COUNCIL MATTERS

Advocacy, Advancement (continued)

June 7, 2012: "Whose Business is the Arts?" Forum.

Stimulating a dialogue to promote entrepreneurship and sustainability in the nonprofit arts sector is the goal of this unique forum for the Lehigh Valley. Todd Watkins, Executive Director of the Baker Institute for Entrepreneurship, Creativity, and Innovation at Lehigh University, will facilitate a break-out session. The forum will also release the findings of "Arts & Economic

Prosperity IV," the recent economic impact study of the region's nonprofit arts industry. Ben Cameron, Program Director for the Arts at the Doris Duke Charitable Foundation where he supervises a \$13.125 million grants program for arts organizations and artists, will deliver the keynote address. The forum will take place at Cedar Crest College's Tompkins Center in Allentown. Fees: \$30/members; \$50/nonmembers.

Membership Matters

Membership in the Lehigh Valley Arts Council offers numerous opportunities to be a part of the arts throughout the year and connect with other arts enthusiasts. Check out a few of the unique events coming up, and make plans to join in the fun.

Arts Alive is a new arts enrichment series for those members who are eager to enter behind the scenes of the arts experience and rub shoulders with the creative

process. The series kicks-off on April 29, in honor of National Poetry Month, with "Poetry: Getting the Word Out!" at the Soft Machine Gallery in Allentown. Local poets Ann E. Michael and Sorina Higgins will read selections from their new books and unravel the mystery of getting published.

On June 24, "*The Tempest: What Does a Fairy Wear?*" will introduce costume designer Sam Fleming and her design process for the Pennsylvania Shakespeare Festival production of *The Tempest*.

The 2012 series wrap-ups on December 1 with "Pulling Out the Stops" at Bethlehem's Central Moravian Church. Organist Rebecca Kleintop Owens will lead an "organ crawl" into the cavernous world of the pipe organ to experience how its 3,057 pipes produce music.

The fee for each session is \$10. Attendance is limited to twenty-five members only, and reservations are required. Tickets are available at www.LVArtsBoxOffice.org. Light refreshments will be provided at all sessions.

Artix Passport to the Arts, your buy one, get one free ticket voucher to twenty-four participating organizations, allows members to explore a variety of performances and exhibitions throughout the Valley until June 30, 2012. Review the March/April *Arts Calendar* and look for the letter *A* for eligible events.

Our Growing Up Artfully Annual Member Reception will be held this year on May 10 (6:00 to 8:00 p.m.) at Penn State Lehigh Valley in Center Valley. Enjoy the arts community's most popular networking event as the Arts Council honors achievement in arts-in-education. Members are invited to join in the celebration as three schools are recognized for excellence and awarded the Linn Fowler Growing Up Artfully Awards. Refreshments will be provided, and the reception is free for Arts Council members, \$10 for nonmembers.

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.

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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.

Why I Do What I Do by Ann Lalik

I make art because it touches a place in my soul where nothing else can go. I teach and serve as an art administrator because I want to share this passion with others. It is a blessing and a privilege to do what I do.

I was raised in an artistic family, attended community art school from the age of four until I went to college, attended a fine art college for both my BFA and MFA, and then worked at the Baum School of Art for twenty-two years. My point is that, until the age of forty-seven, I always lived and worked with a 100% artistic population (just to clarify, my husband is not a working artist but an artist at heart). Call it sheltered, lucky, or peculiar, but I really didn't know any other way of life. I didn't know what it was like to live and work in an atmosphere where art was not the primary focus of everyone's life, and truthfully, I didn't often ask myself why I did what I did. It all happened so naturally.

I've been talking about this a lot lately because I never thought about how unique my environment was until two years ago when I started on my new path at Penn State Lehigh Valley. I found a wonderful community and a new challenge there. This campus, which had little art to speak of at its small property in Fogelsville, made the celebratory move to Center Valley in 2009. It acquired a building with more than three times the square footage and with that, room for visual art studios and an art gallery. After securing the job of gallery director and arts coordinator, with the charge to initiate the art gallery and art program, I realized why I do what I do.

For one thing, I realized how much I love starting new projects, as I did at the Baum School. But this time it was different because for the first time in my life, I found myself immersed in an organization where

ART was not the focus of every person's existence. Although Ann Williams, the chancellor, gave the gallery and studio a tremendous amount of support, it was hard for me to adjust to the notion that ART was not the primary function of the organization. I had to work with people who were passionate about biology, engineering, and, OMG, football...but not ART.

Why I do what I do?

After less than two years of working hard to infuse the arts into the campus, I saw the light. The student-run newspaper now has regular articles about the gallery exhibitions; the Engineering Club is planning to build a piece of equipment for the art students to use; the studio art classes are well received by the students; many of the faculty and administrative staff have provided financial support, research, and equipment to the art gallery; and most of the campus seems to agree that the arts are making the campus a better place. The Lehigh Valley community has embraced the arts at Penn State Lehigh Valley as well and show their support through gallery

attendance, continuing education art class enrollment, and financial support.

Advocating for the arts and crafting programs, exhibitions, and studio spaces are exciting to me. Even the more mundane activities, like generating budgets, contracts, and curricula, have all contributed to the rich experience I have been fortunate enough to enjoy in both the community art school and the college arena. I can't think of anything else I would rather do!

Ann Lalik is Gallery Director and Arts Coordinator at Penn State Lehigh Valley, Center Valley. Prior to this position, she was Director of Educational Programs and Gallery Exhibitions and Executive Director at the Baum School of Art in Allentown.



MEMBERSHIP PROFILE

Five Brass-Playing Friends: Mainstreet Brass Quintet



Mainstreet Brass members (l. to r.): Kevin Long, trumpet; Bryan Hay, trombone; Donald Hughes, trumpet; Shari Gleason-Mayrhofer, French horn; Allen Frank, tuba.

What prompted the formation of the quintet? And how has it evolved since the beginning?

Mainstreet Brass formed in 1986, when five brass-playing friends who had known each other for years decided to get together after college to rehearse brass quintet literature. At first, we played for church services, weddings, and graduations—a modest schedule to keep our chops in shape. Now, more than twenty-five years later, the group has evolved into a touring ensemble that presents unique repertoire at more than twenty-five performances a year. This past year, Mainstreet Brass gave concerts in Georgia, Michigan, and Virginia, as well as Pennsylvania, including here in the Lehigh Valley. We'll conclude our spring season with a concert on May 20 at Cathedral Church of the Nativity in Bethlehem.

How do you decide on the repertoire?

Mainstreet Brass actively commissions and arranges its own music to keep our programs unique and engaging for our audiences. We're fortunate to have a roster of professional arrangers who take our ideas and turn them into memorable works for brass quintet. It could be a concert overture, a melody from a popular musical, an opera aria, a Renaissance dance suite, a Celtic rock piece, or even a set of iconic tunes from famous spy movies and westerns. We all keep an alert ear for what might work effectively for brass quintet. We strive to present music that not only translates well for the brass quintet idiom but also makes people smile. We're also fortunate to have two members in the quintet, Kevin Long and Shari Gleason-Mayrhofer, who produce well-crafted arrangements for the ensemble. Presenting exclusive repertoire that results in one-of-a-kind brass concerts is a priority for Mainstreet Brass.

How is the group managed? Do certain members assume different responsibilities?

Each member of the Mainstreet Brass takes responsibility for a specific area of the group's management—new

arrangements, music library, promotional items, budgeting, public relations, website content, social media, and grant applications.

What experience has the group had in the past couple of years that stands out as singularly noteworthy?

We're particularly proud of our critically acclaimed recordings on the MSR Classic label: By Request (MS 1290), featuring eighteen Mainstreet Brass concert favorites, and Christmas Spirit (MS 1325), which contains eleven new Christmas arrangements for brass (alone and with percussion) as well as some old favorites and a few surprises. Both recordings have been aired nationally on classical music stations and Sirius XM Radio. They were engineered and produced by Candlewood Digital's Richard Price, a nationally known arranger, conductor, and recording engineer.

What plans do you have for the future?

We're planning to do a third recording for MSR Classics and looking forward to more concert tours around the country.

Featured Artist's Statement

MaryAnn Schwartz's work is on display at the Arts Council office and on our website, www.LVArtsCouncil.org, during March and April.

Over thirty-five years ago I fell in love with image making in a high school photography class. My education continued as a commercial photography major at San Diego City College.

While working part-time in portraiture and other commercial work, I have continued through self-assignments to develop my passion for making beautiful nature-based images.

From art classes, seminars, reading, and research to being inspired by greats such as Ansel Adams and others, my real teacher has been life. Life is a continual learning process. I see my image making as a work in progress. Due to improvements in technology and the controls available with the desktop darkroom, I was able to enter the world of fine art photography. Managing the entire process of painting with light, from the initial capture to the final presentation, is very important to me.

My work includes abstracts in nature, patterns both natural and man-made, as well as scenes of historic and local interest. My work is currently available through local art fairs and on the Web.



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**THE
INSIDE
TRACK**

Photographer **Michael Reese Much** has a photo in the Royal Microscopical Society

2012 calendar for the month of August. He also has an image on the cover of the RMS booklet *The Royal Microscopical Society: An Introduction*.

Kim Robertson's painting *Elizabeth* is included in the Nursery Rhyme Project, an invitational, international exhibition with accompanying book, at the Outsider Art Gallery in Frenchtown, New Jersey.

The New York Times Travel Section (1/15/12) featured an exhilarating photo of storyteller and motivational speaker **Eva Grayzel** jumping for joy at sunset in Monument Valley, Arizona. The photo was taken by her son, Jeremy Cohen.

Lehigh Gas Corporation recently moved their headquarters to downtown Allentown.

Veterans' advocate and artist **Anthony A. LoBue**, a.k.a. "Tony the Vet," left the Allentown National Guard Armory on February 24 on another 100-mile leg of his now-lifelong Walkathon Across America. His purpose for the walk is to promote the three Rs—Recognition, Respect, and Rewards—for veterans, their families, veteran organizations, and communities wherever his travels take him.



NEW MEMBERS

Individual

- Ruth Bush Kyra Lysynecki Kathy Stagl Gregory R. White

**ONE
LAST
THOUGHT**

An Advocacy Moment

I am a member of the Allentown Rotary, and the club annually hosts the "State of the City Address" by the mayor of Allentown. I made a point of attending to hear Mayor Pawlowski's vision for the future and how he was planning to integrate the new arena within the neighboring arts district. Unfortunately, His Honor failed to mention the arts at all (yes, really!)—not even the reopening of the Allentown Art Museum. But rather than kvetch about being ignored again, let's embrace this "advocacy moment" as a chance to reassert the value that the arts bring to the city and imagine how best to take advantage of the new dynamic. Much like the wide open space that has emerged from the demolition, there is definitely room to lead the dialogue and influence the outcome. Now is the time to knock on doors, establish new relationships, and emerge a leader in the neighborhood.

Randall Forte