

## FEBRUARY GENERAL MEETING

### A ZOOM PRESENTATION

Thursday, February 18, 2021 | 1:00 pm

## Sarasota Film Festival: Behind the Scenes

*Presented by Petra and Paul Ratner*

Peter Bogdanovich, Diane Lane, Christopher Plummer, Charlize Theron, Kevin Kline, Sydney Pollack, Robert Altman, Allison Janney, Rita Moreno, Richard Dreyfuss ... the list of Sarasota Film Festival honorees and guests reads like a Hollywood Who's Who! For the past 23 years, SFF has put an international spotlight on Sarasota as an important film festival site for major directors and stars, while providing a showcase for films and documentaries produced by up-and-coming filmmakers and local talents.

Beyond the whirlwind of the festival itself, the nonprofit holds curated screenings of classic American and foreign films under its Cinematheque banner and sponsors film camps where film professionals and educators inspire students to explore their creative instincts. Each student experiences different film-related professions—screenwriter, director, producer, production designer, editor, cinematographer and actor—and learns to understand the value of collaboration.

Arts Advocates' own Petra Ratner and her husband Paul Ratner serve as Director of Development and Events and Managing Director, respectively, of the Sarasota Film Festival. They are also accomplished filmmakers themselves, creating award-winning narrative and documentary films like the historical adventure *Moses on the Mesa* and the fringe science documentary *The Caveman of Atomic City*, which screened at over 100 film festivals around the world.



*Petra and Paul Ratner*

At **1:00pm via Zoom on Thursday, February 18**, Petra and Paul will give us a behind-the-scenes glimpse of what it takes to produce the Sarasota Film Festival. They will show some film clips and introduce the festival's ongoing and future programs. These will include the acclaimed "Visions of the Black Experience" film series and the upcoming Native American film series.

We will also learn how they are igniting a passion for cinema in the next generation of filmmakers and filmgoers through competitions like Parallel Universes, the Screenlife Contest, the Prague Youth Film Festival and more. Don't miss this stimulating exploration of a Sarasota gem!

# FROM YOUR PRESIDENT

Dear Members,

On behalf of the Arts Advocates Board of Directors, I wish you all a Happy Valentine's Day and a safe 2021. In mid-March we pivoted to operating virtually; however, we never dreamed that we would be continuing in this mode a year later.

Our deepest thanks to all of you who have continued to participate and support not only Arts Advocates but all of Sarasota's art organizations. We remain optimistic and have booked Bird Key Yacht Club for next season. Meanwhile, we will make every effort to continue providing interesting and entertaining programs via Zoom.

## ARTS ADVOCATES NEXT ADMINISTRATION: 2021-2022

Recently, the Arts Advocates Executive Committee met to begin planning the transition to the next administration. In the time of COVID, it is particularly important to get an early start and begin the nominating process as soon as possible. The new board will be seated on Thursday, May 13, 2021.

Our by-laws require that 2 Board members and 3 people from the general membership form the Nominating Committee. We are pleased to report that Priscilla Adams, Laurie Feder, Betty Ferguson, Evelyn Levin and Mark Muse have graciously agreed to serve on the Arts Advocates Nominating Committee.

Arts Advocates officers may serve for only 2 years. The open positions are President, Vice President, Treasurer, Recording Secretary and Corresponding Secretary.

Arts Advocates by-laws are available on the website's Member Dashboard.

## POWER YOUR PASSION

We are pleased and excited to report that our recent "Power Your Passion" fundraising campaign yielded \$64,651 from 71 members with 44% of our paid members making donations. Since we are in the middle of a pandemic and unable to gather, this is truly amazing! Our deepest thanks to ALL members who donated and also the many members who increased their previous donations.

## SOURCES OF FUNDING

To effectively fund Arts Advocates, we must begin reaching beyond our membership. It has taken the better

part of two years to prepare for this eventuality. We now have the required audit (financial review) as well as other financial and official documents to support our proposals.

In approaching foundations, corporations and members of the community for grants, sponsorships and donations, our finances and operating procedures will be closely reviewed. Prospective donors will want to be assured that our documents are in order and that the Board is observing "best practices."

Arts Advocates has two reliable sources of income: membership dues of \$55.00 per member (\$10,000 annually) and member activity fees (\$10,000 annually.) When the pandemic occurred, income from these sources all but evaporated.

It is in our best interest to discuss how to maximize these sources of funds. It does not cost Arts Advocates anything to add members, but adding new members is a reliable way to increase income.

## REFINING and EXHIBITING THE COLLECTION

Our two beautiful Jimmy Ernst paintings have arrived. They have been inspected and approved by our Curator, Mark Ormond and Jerry Chesley of the Collection Team. At coming meetings, the Board will approve the works Mark has identified for trading, downsizing and deaccession.

On January 7, Mark Ormond and I met with the Collection Team to share thoughts and suggestions about refining the collection and to continue exploring possible new exhibition sites. Petra Ratner, also on the Collection Team, reported that an exhibit space in the new building on Coconut Avenue remains a possibility. Meanwhile, arranging smaller exhibitions of 8 or 10 works in and around Sarasota presents an opportunity to publicize our Collection.

While Mark is consulting for us, he will be holding coaching sessions for members who would like to become tour guides. If you would like to become a guide, or be more knowledgeable about the works in our Collection, please let me know. These sessions will be held via Zoom.



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*Continued on page 4*

# the board of directors deeply appreciates the generosity of the following donors:

## MARION STORM CIRCLE

### PATRONS – \$10,000 TO \$30,000

Maryann Armour  
Kristi Bundrant  
Donna Maytham

### CONTRIBUTORS – \$5,000 TO \$9,999

Joan Endrizzi

## FOUNDERS CIRCLE

### PRODUCERS - \$2,500 TO \$4,999

Anonymous  
Maria Cecilia Conder  
Nancy Stukenberg

### DIRECTORS – \$1,000 TO \$2,499

Debra Altschul-Stark  
Martha Ballard  
Sarah Skebba and Michael Bernstein  
Linda Bruemmer  
Cynthia Burnell  
Tonya Eubank  
Judy Fiala  
Katherine and Frank Martucci

### CREATORS – \$500 TO \$999

Laura Feder  
Jo Hennelly  
Barbara Kerwin  
Evelyn Levin  
Jacqueline Salvino  
Barbara Sander  
Kim Warren  
Peggy Williams  
Sandra and David Williams

### SUPPORTERS – \$200 TO \$499

Priscilla Adams  
Lisbeth Bertsch  
Frederica Cook  
Marsha Eisenberg  
Karen Geck  
Mark Muse  
Faith Perkins  
Marilyn Richey  
Judith Rush  
Maureen Shea  
Jane Sheridan  
Ellie Stoddard  
Joy Stone  
Robin Strauss  
Waddy Thompson  
Vern Weitz  
Rita Wessan

### ENTHUSIASTS UP TO \$199

Alice Allen  
Isabel Becker  
Leslie Butterfield  
Charlotte Calhoun  
Rennie Carter  
Jerry Chesley  
Nanette Crist  
Barbara DeBoer  
Betty Ferguson  
Debbie Grovum  
Judy Levine  
Rosalie Lewis  
Barbara Long  
Jeanette Paladino  
Julie Planck  
Elisabeth Rose  
Judith and Ira Rosner  
Nancy Roucher  
Marjorie Sayer  
Barbara (Bobbye) Schott  
Dale Sprintz  
Helen Sullivan  
Carole Ulin  
Katherine Wieder

**TOTAL \$64,651**

**thank you!**

# PLEASE SAVE THE DATE FOR **speaking of the arts...**

a free Zoom presentation  
March 3, 2021 | 1:00 pm

Join Arts Advocates presenting **Sharon Louden**, artist, educator and advocate for artists, who will discuss “*Living and Sustaining a Creative Life*”.

Sharon is the artistic director of the Chautauqua Visual Arts of Chautauqua Institutions, and the editor of a series of books, *Living and Sustaining a Creative Life*. Her work is held in major public and private collections and she is a faculty member in the M.F.A. fine arts program at the School of Visual Arts in New York. She volunteers her time to artists to help them further their careers and serves on many boards and committees of non-profits. To learn more about Sharon, visit her websites: [sharonlouden.com](http://sharonlouden.com) and [livesustain.org](http://livesustain.org).

Speaking of the Arts... “Living and Sustaining a Creative Life” is co-sponsored by the Florida Watercolor Society and presented in collaboration with the Suncoast Watercolor Society and Ringling College of Art + Design. The program will be moderated by Jerry Chesley of the Arts Advocates Collection team.

Registration, which is required, opens February 23. To register, visit [artsadvocates.org](http://artsadvocates.org)



Sharon Louden

## FROM YOUR PRESIDENT *continued from page 2*

Professional grant writer, Katherine Knowles, is pursuing funding for our documentary about the “Colony” artists (\$35,000-\$40,000 estimated cost) and we are actively campaigning for sponsors to underwrite this video. Please contact me to learn more about sponsorships. Kathryn Chesley will soon begin developing a power point presentation for submission to the Sarasota Centennial Celebration Committee.

### **BEST PRACTICES**

“*The Nonprofit Board Answer Book: A Practical Guide for Board Members and Chief Executives*,” distinguishes the role of the Board versus the role of Committees. On page 60 of this text there is a section on appropriate

roles. To quote, “No matter what its specific duty, a Committee speaks to the Board not for the Board. In other words, Committees cannot think and act as mini-Boards.” Committees may not sign contracts, enter into agreements, engage outside consultants or operate autonomously. Their role is to research and prepare proposals for board approval.

Donna Maytham  
President

# dancing his way to the royal ballet

Sarasota native **Francisco Serrano**, an Artist with the Royal Ballet in London, charmed our Zoom audience at the January 12th Speaking of the Arts... program. He described his journey from training at the Sarasota Cuban Ballet School (SCBS) to dancing in one of the world's most prestigious ballet companies. Members were treated to photos and videos of him dancing in his award winning Gold medal competition and other performances.



Francisco Serrano  
Below, in the trio from the **Nutcracker**, Francisco is on the left.

Francisco's repertoire in the three years since he joined the company has grown to include a featured role as the Chinese character this past December in the company's production of the **Nutcracker**. He also had roles in *Infra*, *Medusa*, *Sleeping Beauty*, and many more.

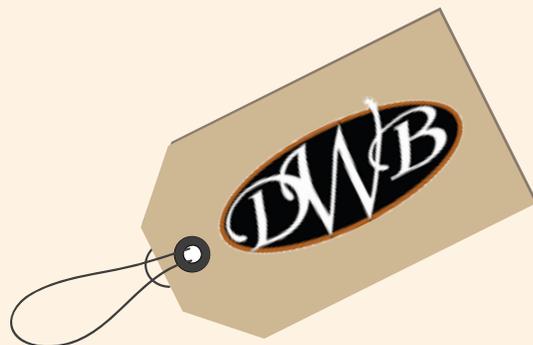


Francisco said that as a youngster his first passion was baseball. Then one day he visited the SCBS, founded by his parents, and became intrigued with what he saw. He switched gears, and at age 14 he began his studies there. In two short years, Francisco was offered a scholarship to train at the Royal Ballet's Upper School after winning Gold at the Youth America Grand Prix in New York.

It was a difficult adjustment when he first moved to London. He said, "It was a completely different world, but I had extraordinary help in learning and understanding how to dance in class and the corps de ballet. I've made friends and I'm used to living there now."

Francisco returned to London in late January, after the company resumed operations following a hiatus because of the pandemic. He's anxious to get back to dancing. As for the future? "I'm very happy, and the Royal Ballet is where I want to build my career," he said.

## Arts Advocates Collaboration with Designing Women Boutique



Arts Advocates has been invited by the Designing Women Boutique to participate in a very special consignment program called GroundWorks. We will receive 60% from the sale of any item donated by Arts Advocates members. Sales from our donated items will be held in a separate bank account and a check will be sent to our organization at the end of each year.

Carol Hirschburg is managing this project for us and is in the process of organizing details such as how our donated items will be identified and what kind of receipt our donors receive.

To make our donations as contact-free as possible, Carol has suggested that each month Arts Advocates establish a central drop-off location where she and one or two volunteers can receive your items.

The DWB indicated that Jewelry, small decorative household items and black-tie evening wear have good sales potential. If you are downsizing and would like to donate furniture, mirrors, or art work, then Carol can help you make special arrangements.

This is a wonderful way for our members to contribute to Arts Advocates without any cost to them. If you have questions or suggestions, Carol may be reached at [carolhirschburg@gmail.com](mailto:carolhirschburg@gmail.com).

# scholarship committee news

Thanks to Kelly Fores and Gary Donson for revising our scholarship application with an online presence. We're very excited for you to view our new format which will facilitate sharing information with team members. Please go to the Philanthropy section of the Arts Advocates website to view this achievement. Also, we have issued a press release for *Scholarship Applications*.

## HELP WANTED:

If your skill set includes experience with Digital Arts we could use your input.

Please contact Jackie Salvino, Scholarship Committee co-chair, to volunteer.  
jandjsalvino@gmail.com

## Arts Advocates Accepting Scholarship Applications Through March 15

**SARASOTA, FL** – Arts Advocates is accepting scholarship applications through March 15 for the 2021-2022 college school year. The tuition awards are given to students who are pursuing undergraduate studies in the arts, including visual and related arts, dance, writing, music, theater, and architecture. High school seniors and college students who will major in these fields in the 2021-2022 school year are eligible to apply.

Scholarships are awarded to students planning to have careers in the arts, and are based on artistic talent, family need, character, academic achievement, and appropriate college choice. A one-year Florida residency is required.

The Arts Advocates' scholarship program has awarded over \$1,000,000 to students since 1969.

For more information about the scholarship program, including the application, visit the philanthropy page of [artsadvocates.org](http://artsadvocates.org).

## An Invitation to create - part 2

Can anyone believe that when the March issue of the Newsletter is published, we will have been in pandemic mode for a full year?? Since so many of the members of Arts Advocates are artists, I would like to have you share (once again) what you have been doing in this time of isolation and self-distancing. How has your art affected your emotions and well-being? Or maybe a better question is: how have your emotions affected your art? Whether you're a *visual artist*, a *poet*, a *musician*, a *dancer*, or a *writer*, what have you been doing with your TIME? We would love to feature **YOU** again.

Please send your submissions to me: [faith@artsadvocates.org](mailto:faith@artsadvocates.org) We'll put together a gallery... and remember, videos are also welcome.

I want to share these examples from Sue Tregay, a college friend who calls 2020 "The Year of our Mutual Anxiety". She felt a real challenge in the chaotic climate and loneliness of the past year and decided to start each of her paintings with an emotion. The first painting is about *connection*, virtually working with her granddaughter to make a pie. The second painting is her attempt to show *frustration* with trying to get through on the phone to make a vaccine appointment!

Do these emotions look familiar? What was your challenge? We can't wait to hear from you, our members!

Faith Perkins  
Newsletter Editor



"Kate and I Bake Pie"



"Unprecedented # of Calls"