President’s Message

A wager: most of the readers of this Newsletter are/have been faced with creating something to write for a similar page. What to say? How to be clever? How to be informative? That is my usual dilemma. But not this month - there truly is some news – exciting news! The elevator to the 3rd floor of Cutler Union is repaired!

Enough teasing: the real news is that the Gallery Council Board and the Finance Committee were treated to a presentation by Jonathan Binstock, Joe Carney and Marie Via to learn of a new opportunity and proposed new direction for our support of the MAG. As a result of the presentation and discussion after, the Council Board voted to become the lead sponsor for a series of three banner exhibitions – one each for the next three years. We will donate $50,000 to each banner exhibit, beginning with Inspiring Beauty: 50 Years of Ebony Fashion Fair coming early in 2016. The other two have been identified and we will announce them as soon as contracts are signed – you will love them!

As you probably know, the Council has traditionally had an accumulation fund to acquire art for the collection. However, at this time, the Gallery is able to purchase art with other restricted funds, but it is in need of assured money to enable contracting for banner (blockbuster) exhibitions. MAG has a community, rather than national, audience and thus needs to be sure it has a repeat audience. Exciting (expensive) exhibitions bring frequent visitors who purchase memberships, attend events, make educational initiatives possible, shop in the store and more. It keeps the Gallery vibrant and in the news.

A bonus to the Council will be our visibility as the lead sponsor on the banner exhibitions and all the accompanying publicity. This is a real win for the Council.

This Strategic Fund (Exhibition Fund) is possible because your fundraisers have been netting more than they budgeted. Generous donations to the Council also help the fund to grow as well as does prudent spending of our operating budget. This fund is in addition to our annual operating fund which pays for office expenses, equipment, etc. Annual support of the Creative Workshop scholarships, art conservation, exhibitions other than the banner class and ARTiculate will continue without need to compromise.

We should be very proud that we have already raised more than two-thirds of the funds needed to enable the MAG to schedule exhibitions. Thank you for your hard work to support art.

Marilyn Merrigan

NEW OPPORTUNITY -- OPINIONS NEEDED

ARTiculate is a print or on-line publication from the Gallery that every member of MAG should receive. The Council has traditionally underwritten the cost of the publication in whole or in part. There has been ongoing discussion on the Council board as to whether we should continue this support, increase it, or reduce the amount. These discussions have led to mixed messages, and while conferring with Jonathan Binstock and Joe Carney, we were encouraged to solicit opinions from the entire Council membership. This is not a true survey, but if you could answer a couple of questions and submit your suggestions for improving (or keeping as is) the ARTiculate publication, it would surely be appreciated.

Email the following to gallerycouncil@mag.rochester.edu.
Do you receive ARTiculate?
Do you get it in print? Online?
Do you read it?
Do you keep it for any purpose?
Suggestions for improvement or for keeping the present content and format.YOUR NAME, as well please. Thank you.

- Marilyn Merrigan
MEMBERSHIP

It would be helpful to the membership committee if we had contact information for guests at our programs so that we could send them information about the Gallery Council, as well as invitations to future meetings, events and programs. If you brought a guest, please contact Joanna Grosodonia (mgrosod1@rochester.rr.com) or Pat Rahn (wrahn@rochester.rr.com) with your guest’s contact information.

For an application form call the Gallery Council office at 585-276-8910 or email gallerycouncil@mag.rochester.edu or contact the Membership Co-Chairs: Joanna Grosodonia 244-4594 or mgrosod1@rochester.rr.com or Pat Rahn 385-0632 or wrahn@rochester.rr.com

Please welcome the following new members of the Gallery Council:

Ann Binstock
3 Stonegate Lane, Pittsford, New York 14534
C (415) 810-7113
Email: annbinstock@yahoo.com

Kathleen Leahy
1063 East Avenue, Rochester, New York 14607
H (585) 340-6543 C (631) 682-0648
Email: Kathleen11777@hotmail.com

Janice Linehan
6 Merrycreek Crossing, Pittsford, New York 14534
H (585) 662-5074 C (585) 364-8222
Email: moxiecove@att.net

Please check your mailbox for information from the Future Planning Committee regarding changes in the Gallery Council Bylaws/Standing Rules.

Would You “Like” the Gallery Council on Facebook???
Any GC member with computer skills and a willingness to monitor our soon-to-be-created Facebook page, please contact Marilyn Merrigan at mmerrigan@rochester.rr.com

If you have news of a Gallery Council members, or if you know of a Council member who would benefit from a “hug” or “sunshine” note, please contact Nancy Heppard at nancyheppard@gmail.com

Submit newsletter items or comments about the Newsletter to Barbara O’Hare at barbarianpress@gmail.com

New Directories!
Council Directories are available in the Gallery Council office -- check Sharon’s schedule

Gallery Council contact:
Sharon McNamee, Gallery Council Assistant, (585)276-8910 or gallerycouncil@mag.rochester.edu

Please note the office hours for Sharon McNamee, Gallery Council Assistant:
Tuesdays, 9 - 4
Wednesdays, 1 - 4
Thursdays, 1:30 - 9
Fridays, 9 - 4
These hours are available to Council members for meetings, appointments, and any other Council business. These changes will allow concentrated hours to be dedicated to financial duties and priority projects. Thank you so much for your cooperation.
art & treasures 2015

Do at least ONE thing to make this sale a success:

✔ VOLUNTEER for at least ONE shift during the sale
✔ HELP us build a database for grassroots marketing. Visit one of your favorite businesses and ask them to consider displaying and distributing Art & Treasures postcards at their location(s). If they agree, email the business name to jwittig@mac.com.
✔ DONATE at least ONE item to the sale

You know the dates
Setup: June 22-25
Early Bird Sale: June 25, 6:30-8:00 PM
Sales Days: June 26-28
Breakdown: June 29

Return the form (page 6) by June 1st to Sheila Brady-Root
(Mail: 760 Penfield Rd, Rochester, NY 14625; email: sroot@sjfc.edu)
Or, better yet

go online to MAG website mag.rochester.edu/events/art-treasures/ to sign-up

ART TOURS

Upcoming Tours
Spring and Summer 2015

Watch for Dates and Details for these exciting tours:

Mystery Tour – June 11, 2015 – the annual special event is sold out. Wait list only.

Wall Therapy of Rochester - June 18, 2015 - Join us for a bus and walking tour of eye-catching and mind-expanding outdoor paintings created by international artists. Eric Lehman, co-Curator of Rochester Wall Therapy Program, will be our guide. See page 8 for sign up information.

Corning Glass Museum’s New Wing and Rockwell Museum – Join us on August 11th to see the new wing of the Corning Museum of Glass and the inspirational western art of the Rockwell Museum. Lunch at Tony R's. Sign-up information will be available in the next issue.

Art Lovers’ Provence October 16 - 23, 2015 ~ From Cézanne to Matisse, Renoir to Picasso, artists have gravitated to Provence’s vivid sunlight and vibrant landscape. Join us in southern France as we explore their museums, studios, and homes, as well as meet contemporary artists, collectors and art lovers. Wait list only.
HERDLE JEWELRY FOR SALE

The Gallery Council members will be delighted this year at the Annual Luncheon. Besides the usual fun, entertainment and educational presentations, the Annual Luncheon will feature the sale of the jewelry of the Herdle sisters, Gertrude and Isabel.

For the first time, the GC members will be able to purchase select items from the personal collection of the iconic sisters, whose names and contributions are so much a part of our history. Some of the pieces are quite valuable and have been appraised by the Gem Lab. Other items of jewelry, mostly Isabella’s Signature Pieces are priced very reasonably. Pictures of a few of these pieces are found around this article. As well as on the flyer for the Annual Luncheon.

So bring checks or credit cards (no cash) and purchase one (or more) of these precious pieces of vintage jewelry. Avail yourselves of this rare opportunity to own a lovely brooch, bracelet, ring or other item once owned by the amazing ‘mothers’ of the MAG. The jewelry will be available for purchase during our morning coffee gathering in the pavilion, as well as later in the ballroom during the lunch.

Annual Meeting

Thursday June 4, 2015, Annual Meeting and Luncheon, Celebrating 75 years of Gallery Council. Coffee at 9:30 a.m. Business meeting and program at 10:00 a.m. followed by Brunch by MAX’s. Cost: $25.00 See page 7 for sign-up information.

June 4 is a prominent date in history for many reasons. In 1896; Henry Ford drove his first Ford around the streets of Detroit. In 1929, Rochester’s own George Eastman demonstrated the first Technicolor movie. On that date, in 1940, the year of the Gallery Council was founded, Winston Churchill gave his powerful speech — “We shall fight on the seas & oceans” which inspired the world to fight Nazism. So, Council members, circle Thursday June 4th, 2015 on your calendar in big bold colors and list next to it, Annual Meeting and Luncheon, MAG! You will have a chance to meet our Director Jonathan Binstock who will address Council members on the “Direction of the Collection”.

Each attendee will be given a booklet showing our contributions to the museum over the years and we will honor innovative members who have contributed greatly to our work. So scour your closets and get your glad rags ready to commemorate 75 very successful years devoted to making MAG the wonder that it is.

Join us in Celebrating What Was; Encompassing and Engaging in What Is; and Focusing on the Future - a Look on What Will Be.
Meet Peg McNamara, Co-Chair of the Art Tours Committee

My husband and I moved to Rochester in January, 2000. I had sold my craft and antique shop five years before and then completed a two year course in art and antique appraisal at NYU. It was the most fun I ever had in school.

Shortly after moving to Rochester I met Louise Creatura, an antiques dealer whose daughter-in-law was a friend of my daughter. She asked me to help her appraise at an antique show and I loved it. She then asked me to help price items for MAG's Art and Treasures. I asked, "What is Art and Treasures and what is MAG?" She explained and I spent a few days helping to price hundreds of wonderful Treasures. Louise asked me if I were a member of the Gallery Council. I asked, "What is the Gallery Council?" She explained the role of the Council and whisked me upstairs to the Council Office and that began my wonderful thirteen years as part of the Gallery Council.

Not too long after that I met Annette Satloff the Chair of the Art Tours Committee. She knew of my love of travel and asked if I would like to be on the Gallery Council Art Tours Committee. Again, I asked, "What is the Art Tours Committee?" She explained, I joined, and I was hooked. I've been on the Art Tours Committee ever since, two years as Chair and then four years as Co-Chair with Michelle Turner. I've enjoyed leading trips to many destinations, including San Miguel Allende, Mexico; Taos/Santa Fe; Ottawa, Canada; Ireland; Cuba, and later this year France, "Provence for Art Lovers". It has been a remarkable experience as has been being a member of the Gallery Council. I hope to continue for many more years.

- Peg McNamara

DOCENT NEWS

The Docent program on May 12 has become an annual event. Artists' Dialogue invites artists to reflect upon pieces within the Gallery’s collection, and comment on how the art has influenced them. This year we welcome docent Sue Tkach and Nancy Valle. Gallery Council members are invited to this program, beginning at 9:30.

News from CREATIVE WORKSHOP

What's up in the Creative Workshop: The summer brochure is out and registration has begun. Classes for the summer begin the week of July 6th. The Lucy Burne Gallery is in transition again. The next show to go up is the Spring Kids show featuring work from our Saturday students. The exhibit will run May 16-June 6.

Peggy LaHair-Edmunds
Director - Creative Workshop

Congratulations to Jessica Martens! Jess is now the Curator in Charge for the Memorial Art Gallery. Jessica is a gem and such a valuable part of the MAG family! The Gallery Council members were privileged to hear her discussion of the new art acquisitions of the MAG, some of which she was directly responsible for obtaining. Hooray for Jess!

On Thursday, June 18, 2015, Grant Holcomb will be honored at a luncheon sponsored by the Arts & Cultural Council. Grant will receive the Champion of the Arts Award at the Lilac Room at the Floriano Riverside Convention Center.

If you would like to join us, Marilyn Merrigan is taking reservations. Tickets are $60 each unless we fill a table of ten, in which case tickets will be $55 each. Please let me know by May 15 if you would like to attend. Also note that the Art Tour of Wall Therapy is the same day.

No reservations are being taken in the Council Office. Call 872-1379 or mmerrigan@rochester.rr.com.

Thank you,

MM
# Art & Treasures Volunteer Form

**Monday-Monday, June 22–29, 2015**

**Circle times when you will help**

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**Major areas:** Setup, Pricing, Greeting, Sales, Holding/Wrapping, and Breakdown

Please indicate your 3 preferences:

___________________________________________________ and/or ____________________________________________

*All people attending the Preview Sale must purchase a $10 ticket. Please send payment prior to the sale.

Lunches will be provided Tuesday through Saturday.

Return form by June 1st to Sheila Brady-Root - 760 Penfield Rd, Rochester, New York 14625
or sroot@sjfc.edu or go online to MAG website mag.rochester.edu/events/art-treasures/to sign-up.

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**NAME:**

__________________________ (Please Print)

**Primary Phone:**

________________________________________________________________________________________

**E-MAIL:**

__________________________________________________________

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☐ I’d like to support the 2015 Art & Treasures Sale with a monetary donation.

*Send check payable to Gallery Council at MAG to Gallery Council Office, Gallery Council at the Memorial Art Gallery, 500 University Avenue, Rochester, NY 14607. Please note donation is for Art & Treasures.*
Gallery Council Annual Meeting and Luncheon

Thursday, June 4, 2015

SALE OF HERDLE JEWELRY

You are cordially invited to view and purchase vintage jewelry once owned by long time stewards of the MAG, the famous Herdle sisters, Gertrude Herdle Moore and Isabel Herdle. This is the last chance you will have to buy one of their exquisite pieces. Come early and spend lots!

9:30 a.m.  Coffee and Sale of Herdle Jewelry in the Pavilion
10:00 a.m. Business Meeting
11:00 a.m. “Direction of the Collection” by Jonathan Binstock, Director, MAG
11:30 a.m. “STARS IN OUR CROWN” – led by Marilyn Merrigan & May Sue Jack
Noon     Lunch, Birthday Party, final opportunity to purchase Herdle Jewelry
Cost     $25.00 for Lunch

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Reservations & payment for the Annual Luncheon must be received by Sharon McNamee no later than Wednesday, May 27, 2015.

Please note: No refunds. If you are unable to attend, please find a replacement.

Name ______________________________  Guest _____________________________
Number attending: _________ @ $25.00 per person

Make out check to: The Gallery Council of the Memorial Art Gallery.  Check Enclosed  ☐
Send to: Sharon McNamee, Memorial Art Gallery, 500 University Avenue
         Rochester, New York 14607

For credit card payments, please call the Gallery Council Office at (585) 276-8910.
Art Tours presents:

**Revitalizing Rochester with WALL/THERAPY**

**June 18, 2015**

View colorful wall murals painted on buildings in several Rochester neighborhoods. Become familiar with the therapeutic as well as the aesthetic attributes of public art that is revitalizing Rochester’s civic pride as the Image City. The murals are dynamic images of the ways the artists perceive how people live with their environments and societal challenges.

WALL/THERAPY was founded by Ian Wilson who has a vision of Rochester as a destination city inspired in part by murals on public buildings. Since 2011, local and international artists have created murals intended to stimulate dialogues and inspire individuals to take pride in themselves and to connect with their neighborhoods. “There are no rules for composition, construction, or techniques” (Ian Wilson). Further descriptions of the artists and their images will be provided by Erich Lehman, co-curator of WALL/THERAPY and owner of 1975 Gallery. Erich will discuss selected murals in the St. Paul and South Wedge districts as well as those around the Public Market. We will walk on sidewalks and a gravel path to see colorful and diverse images. Your imagination will be stimulated as you view the murals.

*Lady of the Leaf Remix, Lady Pink, 2013, El Camino Trail*

Travel by luxury coach from MAG Goodman Street parking lot at 8:45a.m. and return to MAG by 5:30 p.m. Wear walking shoes and clothes for comfort; bring rain gear if needed.

The **cost** is $88 for MAG members and $98 for non-members of the Gallery, including lunch and a mid-afternoon wine and cheese reception. Please make your check payable to the Gallery Council, Memorial Art Gallery, 500 University Ave., Rochester, NY 14607-1415. For credit card payment, please call Sharon McNamee at 585-276-8910.

**Reservations** are accepted by earliest date of receipt of payment. Menu choices will be available and sent to you with confirmation of your reservation. The minimum number of travelers is 20 and maximum is 30. Reservation deadline is May 28.

**Cancellations** must be submitted in writing by May 18 for a full refund. Full refunds will be granted if the vacancy is filled. Partial refunds will be considered upon written request. All refunds will be less any non-recoverable costs and the processing fee of $25.

**Trip Leaders**: Nicki Millor 585-381-0572 or Connie Schultz 585-787-0701.

Register for Revitalizing Rochester with WALL/THERAPY on June 18, 2015

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Are You a MAG Member: yes ______ no ________ Amount enclosed & check # ___________