

Celebration Luncheon



Below (top left): Barbara Moore, Helen Schlichte, Edith Eash; (middle) Matthew Teitelbaum, the MFA's Ann and Graham Gund Director; (top right) Anne-Marie Woodhouse, Darlene Sallan.

Bottom: **The Art of Service**
The MFA's Associate and Senior Associate volunteers.

The Joint Fall Meeting of Associates and Senior Associates on Monday, September 26th, celebrated the 40th Anniversary of Art in Bloom, the 50th Anniversary of the Senior Associates, and the 60th Anniversary of the Associates. The meeting's theme, *Celebrating the Art of Service*, highlighted the achievements of our past, an account of our current endeavors and a vision of our future continuing and expanding service to the Museum. The guest speaker was Matthew Teitelbaum, the MFA's Ann and Graham Gund Director. The Director shared his definition of the Museum as a Community Builder. In our changing world the Museum is a place where people should feel comfortable to find a quiet place for contemplation or where the narrative around the Art can clarify and change the conversation. Matthew stressed the Museum must find opportunities to invite, welcome, engage, collaborate and connect with the Community, and certainly this is a vision shared by the Associates and Senior Associates. On behalf of our organization, Anne-Marie and Darlene presented a significant gift to the MFA to commemorate our milestone celebration.

The celebration continued in Bravo where 258 Associates, Senior Associates, and Museum guests were served a delicious luncheon on spectacular table settings. The many photo boards surrounding the festivities brought back memories of the roots of our organizations and the spirit and energy in the room spoke to the future of the Associates and Senior Associates.

~ Suzanne McGrail



Letter from the Leadership

It's hard to believe we'll only be in office for another two months! As we look back on the past two years, our overwhelming feeling is one of gratitude. Gratitude for the opportunity to get to know so many of you better. Gratitude for all of your smiles and support. Gratitude for Darlene Sallan and Peggy Ford (Chair and Vice-Chair of the Associates), who are not only fun to work with but have done so much to strengthen the bonds between our two organizations. And – especially - gratitude for the members of our Executive Board. Without their hard work and leadership, none of the Senior Associate

activities we enjoy – or the accomplishments we're so proud of – would be possible. They have enriched the Museum experience for all of us. The names of all those who have served on the Board over the last two years are listed below – please be sure to say thank you the next time you see them!

In mid-May, we will turn the Senior Associate Office over to the very capable leadership of Barbara Fay and Beth Paisner. We welcome them with open arms and wish them the best!

~ Anne-Marie Woodhouse, MFASA Chair, &
Yvette Shakespeare MFASA Vice Chair

Senior Associate Board

Back, l to r: Nancy Osborn, Carolyn Ellis, Betsy Howerton, Ann Neczypor, Nancy Regan, Barbara Fay, Teresa Silverman, Jane Boland, Darlene Sallan.
Front, l to r: Sara Rex, Beth Paisner, Ann Avery, Anne-Marie Woodhouse, Yvette Shakespeare, Suzanne McGrail, Marsha Lamson.



2015–2017 MFASA BOARD

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Weekend Guides

Susan Cohen

Sara Rex

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Darlene Sallan

MFASA Past Chair

Jane Boland

MFA Liaison

Linda Apple

ART in BLOOM 2017

The MFA's Forty-first Art in Bloom is almost here! This anticipated rite of Spring will take place Saturday, April 29 – Monday, May 1. Enjoy an “early bird” view of the freshly installed arrangements during the Special Evening Preview on Friday April 28, at 5-10PM. Saturday evening is Members’ Night with dining, shopping and entertainment. Sunday is Community Day with free, family-friendly programming and entertainment.

The AIB Featured Speaker is Ariella Chezar, celebrated expert of painterly arrangements. She will offer Master Classes on Saturday, April 29 at 10:30am-12:30pm and at 2-4pm. On Sunday, April 30, Ariella will present a lecture and demonstration with techniques for creating designs that are dramatic, unexpected even magical. Ariella is the author of two best-selling books, *Flowers for the Table* (2002) and *The Floral Workshop* (2016). Book signings will follow the Master Classes and the demonstration. Tickets for Ariella Chezar events are on sale at mfa.org/artinbloom.

The signature AIB events will be in place again this year: free guided tours, private tours, floral demonstrations, Ikebana demonstrations and outdoor walking tours. The Art in Bloom Cafe will be launched this year as a casual drop-in dining alternative with lighter fare, served in the European Paintings Gallery 250. Activities requiring tickets are on sale now via mfa.org/artinbloom.

An exciting new development this year is the emphasis on social media for PR/marketing to generate anticipation and excitement for this fun event. For those of you on Facebook, Instagram, and Twitter, etc., spread the word using #mfainbloom. Now, visit YouTube for an MFA-created video of featured speaker Ariella Chezar providing a sneak peak of her AIB demonstrations. You’ll also find MFAA Floral Designers on YouTube demonstrating various techniques of floral design.

The Associates appreciate the generous participation of the Senior Associates who enable us to present this four-day spectacular. Senior Associate Nancy Osborn has sent emails outlining how you, as an MFASA, can participate in AIB. Please contact her at nancybosborn@comcast.net.

If you can’t attend AIB this year, you still can help. Distribute AIB rack cards and Private Tour postcards to your local business and social groups. Take as many as you need from the Senior Associates’ office. It’s not too late to make a donation to AIB via check made out to MFA, Boston with the notation “AIB” or via credit card at mfa.org/art-in-bloom/donations.

Visit the Art in Bloom webpage on the MFA website at mfa.org/artinbloom for tickets and event times. Any questions or comments, please feel free to drop by my desk or contact me at sobrien@mfa.org

~ Sue O’Brien, Chair Art in Bloom 2017



The Quill Committee
of the Senior
Associates preparing
a mailing for AIB 2017.

Senior Associates' Fall Trip Gloucester, Cape Ann & the North Shore



Top left: View of Gloucester Harbor from the porch of the Beauport Mansion. Top right: SAs enjoying the Cape Ann Museum (left to right) Dorene McCourt, Patsy Chappell, Carol Geyer, Joan Cook, Nancy Regan, Susan Darnton, Jane Anderson, Jane Welch, and Ann Avery.



The singular charms of light and sea in Gloucester have inspired many artists over the centuries. On September 21, 2016, thirty-two Senior Associates enjoyed those charms while visiting the Cape Ann Museum for our Fall trip. The Museum features American art focusing on Cape Ann artists and the Cape's vivid and varied history. After our private tours at the Museum, the group enjoyed lunch at the Beauport Hotel with its sweeping views of the Atlantic Ocean. The final stop of the afternoon was at the Beauport Mansion (Sleeper-McCann House) perched on a rock ledge overlooking Gloucester Harbor. We were treated to narrated tours of the 40-room summer home of one of America's first



professional interior designers, Henry Davis Sleeper. Participants declared this outing a successful trip with many beautiful sights and much learned.

Our Spring trip will be a three-night visit to the historic Southern port city of Charleston, South Carolina from April 4-7. This city is known for cobblestone streets, enchanting architecture, and beautiful gardens. The MFA group will be treated to tours of the Gibbes Art Museum, City Hall Art Gallery and Middleton Place, a National Historic Landmark plantation home with 65 acres of gardens. Charleston is also well-known for its Southern hospitality and outstanding Low Country cuisine.

~ Ann Avery, Travel Chair

Senior Associate Enrichment Update

This year's Enrichments have been outstanding! Summer began with the NC Wyeth's *Men of Concord* exhibition at the Concord Museum which featured 12 stunning paintings.

In Fall we returned to the MFA to be enthralled by Maureen Melton, Susan Morse Hilles Director of Libraries and Archives and Museum Historian. Her program highlighted some of the Great Ladies of the MFA, many of whom were major Museum philanthropists from the time the MFA was founded in 1870.

November brought the acclaimed Holiday Floral Arrangements. Senior Associate Floral Designers Yvette Shakespeare, Ginna Parker, and Marmec Taylor presented *Inspirational Arrangements for Your Home*. Lucky members of the audience won one of the numerous raffled floral designs. However, everyone left inspired with new creative ideas for our home decorating.

In January, 26 Senior Associates had the rare opportunity to view the exhibition *Beyond Words: Italian Renaissance Books* at the Isabella Stewart Gardner Museum. The excellent guided tours were followed by a luncheon at Cafe G. This learning adventure proved to be perfect gathering, not too far from home base, to attract Senior Associates in the Winter.

On May 9, we will visit four fabulous art galleries on Harrison Avenue in Boston's SoWa Art & Design District. This exciting activity was suggested by Al Miner, MFA Contemporary Curator. Your invitation will be sent when the final details are in place.

~ Marsha Lamson, Enrichment Chair



Top: Holiday Floral Arrangement created by a Senior Associate Floral Designer. Below: Our Guide, Ann Neczypor, chatting with the outstanding guides from Isabella Stewart Gardner Museum.

Membership Retention Project

Two years ago the Museum asked the Associates and Senior Associates to help with a new initiative. The Membership Retention Calling Project was established to reach out and connect with new members. Every month a small cadre of us make courtesy calls to new members. Our task is to welcome these members, thank them for becoming members, and ask if they have any questions about the MFA. We also share with them the advantages of membership by stating the upcoming members events and encouraging their attendance.

This reaching out is both easy and rewarding. Isn't this what Associates and Senior Associates do daily? Each caller is provided with a script and a calendar of member events prepared by the MFA's Membership Department. In addition, the caller is given a calendar of member opportunities and other pertinent member information.

Our phone call make connections, and they're making a difference. Statistics indicate that members who have received calls visit the Museum more often and renew their membership at a significantly higher rate.

To continue this successful Museum project, we need more volunteers. It is convenient to be part of this exciting project. When you are at the Museum on the desk, guiding, floral designing, etc. you can just "drop in" and make some calls.

Each call usually takes less than two minutes. We are not telemarketers selling or asking - we are member- volunteers phoning other members. Please consider joining us in this very successful Museum project. If you can help once a month or only a few times a year, your help will be appreciated. There is a phone and a desk designated for for this purpose near the Senior Associates' office. To volunteer or with questions, contact Betsy Howerton '16 at bhowerton@gmail.com.

~ Betsy Howerton, Membership Retention Chair

Carol Farmer Retirement

After 51 years of dedicated service to the MFA, Carol Farmer retired December 16, 2016.

Carol began her Museum career by supporting the Development Fund Drive for the Museum's 1970 Centennial to raise \$20 million to build the White Wing. She next worked for the MFA's very first Director of Development, James Griswold, and his successors. Then for many years Carol was affiliated with the MFA's External Relations division. In that capacity she was present for the beginnings of the Patron Program, Art in Bloom, and the Museum Council. Carol even had a role in putting forth the idea of hanging banners outside the Huntington Avenue entrance to promote current exhibitions. During her time at the Museum and through her various roles, Carol Farmer has developed wonderful friendships with many of our Senior Associates who celebrated her retirement with her.

~ Suzanne McGrail



Congratulations, Carol, from the Senior Associates and thank you for all your contributions to the MFA over the past five decades.

Above: Susan Paine, Bob Morneau, Charlie Partland, Meg Robbins, Matthew Teieilbaum, Carol Farmer, Sylvia Hutter and Lynn Shevory.

At right: Patty Doyle, Pam Powell, Susan Paine, Kate Feldstein, Doris Powell and Clementine Brown



Class Notes

Senior Associates have enjoyed many years engaged in MFA volunteer projects and during this work have made wonderful friendships.

Our Summer edition traditionally includes the popular column, *Class Notes*. This column provides us with an opportunity to “catch up” with colleagues. Each of you is an on-the-scene reporter and is encouraged to share with your Class Representative stories of gatherings of classmates and experiences of mutual interest via written narratives or photos. Please forward your “news” to your Class Rep.

Jennifer Craig will then organize the material for publication for all of us to enjoy.
~ *Suzanne McGrail*
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Upcoming Events in 2017

April 4-7	MFASA Trip to Charleston, South Carolina
April 28-May 1	Art in Bloom
May 9	Enrichment: SoWa Gallery Tour
May 10	MFASA Annual Meeting and Luncheon

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