

E-Newsletter Volume 1
March 27, 2023

Greetings and Happy Spring!



Welcome to your first issue of Eye on The Circle! Creation of this newsletter was a year-one goal of our five-year strategic plan. I am thrilled and so thankful for the work of our Communications Committee in completing that goal and our Committee Chairs for their participation. We hope this expanded, enriched coverage of Circle news and events will help us all stay better connected to each other, to our work, and to the Museum.

Mark your Calendars:

**FINAL VOTE
AND
CLOSING RECEPTION**

When: **THURSDAY,
APRIL 13, 2023**

Where: **VBMA ATRIUM**
Time: **3:00-5:00 pm**

Bring a guest!

The Steering Committee made an important announcement at the March meeting that we would like to share with you here. We are changing our renewal timeline to an annual system that matches the Museum's membership renewal. There will be no change for established members who are accustomed to paying their dues at the beginning of the season. However, a new member can now join at any time of the year, and know that their dues for the following season will not be due for one year from the date they join. This enables new members to join in February, March or April, vote at the Closing Reception, and not pay dues again until the following February, March or April. As long as dues are paid within one year, and prior to the April final vote, the member will be in good standing and will be welcome to participate in member-only events and preliminary votes.

And lastly, a big shout out and special thanks to our site-visit teams and presenters. At the March 15th meeting, they did a fantastic job of providing us all with the information we need to help make the difficult choice of which programs to support for next year! Please read the article below for more detailed information and be sure to join us at the April 13th meeting to cast your final vote.

With deep appreciation for your continued support of The Circle,

Trudy Powers Hoffman, Chair

Susie Kintner, Co-Chair

The goal of the Site Visit Program, at the heart of The Circle's mission, is to understand and support the VBMA's education programs to enrich lives in the community. Each site team works with a VBMA educator to arrange dates for the team visit, after which the teams collaboratively prepare and present their observations at the March meeting. They have become active ambassadors for the Museum's outreach programs!

Two key concepts emerged from The Circle's Strategic Plan: preserve and fuel. First, our Site Visits are an opportunity to preserve the special friendships we have made as well as make new ones. The experience of working side by side creates a real bond, based on common interests, time devoted and shared learning. Second, through the sharing of this knowledge, our members fuel the vitality of the Circle.

At the March 15th meeting, Site Visit Teams presented their observations of the five programs selected for funding for 2023-24 with visuals and a comprehensive report of each program. It became clear as the final presentation concluded that there will be difficult choices to make at the April 13th meeting when votes are cast.



Five programs were presented for funding consideration:

Art Zone Refresh

Presented by Mary Hall Goodman, Sally Calhoun, Anne Golensky

A+ART and RISE Expansion

Presented by Lori Lazorik and Nancy Cutshall

Alzheimer & Parkinson Association Partnership (APA)

Presented by Julie Wright, Joan Semmer and Gail Prauss

Museum Explorations Expansion

Presented by Carol Hancock, Caroline Taylor, Susan Martin and Nancy Bryant

Veterans Program Expansion

Presented by Barb Dorvee and Diana Hoffman



Diane McGinn

Hospitality Update

The March Circle meeting is always an exciting event and this year was no exception. This year, The Circle changed the format of the meeting by providing a light breakfast and seating at tables where our members and guests could enjoy scones, mini muffins, fruit and cheeses. The challenge to bring a guest to this meeting was given to all members by our chair, Trudy, which provided the opportunity to meet new friends and to win a prize. A big thank you to Vero Beach Yacht Club which generously donated four lunches and four brunches as prizes. Additional donations from Q Nails and the GT Lash Specialists were also greatly appreciated.

Kudos to all the presenters who brought these programs to life with their own personal observations and to our volunteers who helped to make the meeting informative, fun and festive. We look forward to our closing reception on Thursday April 13th, where members can cast their final vote for the program we will collectively fund while enjoying cocktails and hors d'oeuvres. This is the moment we've been working towards...which makes The Circle so extraordinary.



Susan Von Hagen

Special Member-Only Events

The Circle offered seven different members-only events for the 2023 season to help members become better acquainted, and more than 70 members have participated

On January 31, 15 members toured Rock City Gardens and then enjoyed lunch at member Susan Von Hagen's home on Marsh Island. On February 17, 14 members were treated to a private tour of member Gail Prauss's extensive art collection. Members enjoyed refreshments and even got to meet one of the artists!

On March 3rd, 16 members boarded the Environmental Learning Center pontoon boat for a guided tour of our beautiful Indian River Lagoon. A naturalist from ELC was on board to help us understand the mysteries of the river.



Also in March, members enjoyed three tours of Windsor's private art gallery, followed by lunch at the clubhouse, and members also attended a members-only private docent tour of the VBMA *Rolling Sculpture* exhibit and cocktails. Please watch for announcements regarding future special events - don't miss out on the fun!



Membership Update

Sally Roberts

We are happy to report that we welcomed 27 new members to our band of amazing women supporting The Circle's mission! Our members also told us that they wanted to be more involved. We have over 46 members (current and new) volunteering in areas they care about. This is a testament to the importance of our many committees and now we will be able to sustain our growth. We welcome your ideas or feedback about our Membership efforts. Stay tuned for more good news.

Member Snapshots

Connie Murphy



Meet Gerri Smith

Gerri is a native Floridian and her family were citrus farmers in Indian River County. She raised her daughter Cheryl on the island and sent her to the Museum camps every summer.

Gerri's passion is children, especially the underserved children of migrants who live in our county. She joined The Circle in 2016 and was pleased to learn that the VBMA and The Circle were providing help and outreach to all in need.

In her career, Gerri was VP of Northern Campuses for Florida Atlantic University and served on 12 boards. She represented the President of Florida Atlantic University on economic development impacting Florida's diverse population and has participated in *Leadership Florida*, a group that meets across the state to fundraise and network. Gerri brings her talents as a speaker, her connection to our community and her enthusiasm to our group.

Meet Becky Torbin

Becky started her life in Pittsburgh PA. In a small ballet studio, at the age of four, she first felt the transformational power of dance and art.

Becky was born with a "fundraising and volunteer gene." After graduation from Duquesne University, she entered the insurance business, but yearned to be a part of the art world. She reached out to Loti Falk, who was working to found the Pittsburgh Ballet Theatre and asked how she could help. Becky still remains a member of the Board of the Pittsburgh Ballet Theatre. But this was just the beginning.

Since then, Becky has volunteered and held leadership roles in more than a handful of charitable organizations.

In Vero, Becky became Chairman of The Circle Steering Committee in 2020, perfectly timed for the Covid-19 shutdown. The Circle lost 20% of its members and the Museum closed. Becky strove to continue The Circle's efforts despite the circumstances, and used this time with her partners to form a Five-Year Strategic Plan to expand the reach of The Circle for the future.



Strategic Plan Update

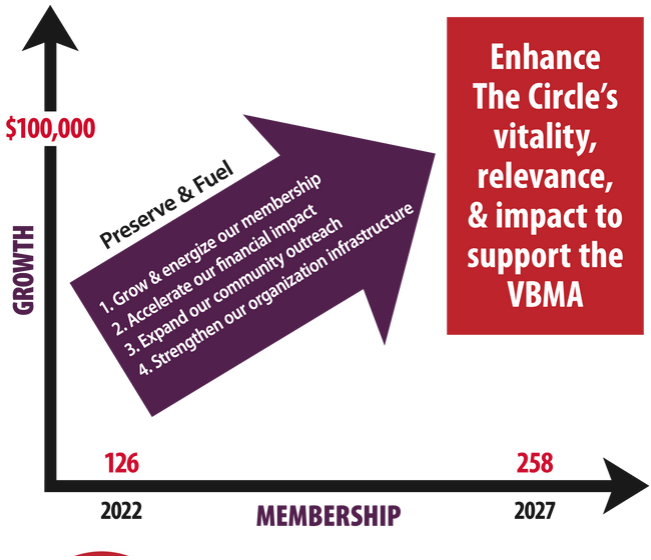
Pam Larrick

Thanks to all of our members, current and new, we are happy to report we are on track. Our committees are more robust which is a critical priority to ensure we have the needed support for growing our membership while preserving the specialness of The Circle. This is also why we are relentless in our quest to make the relationships we have with our members more engaging and more personal.

You said "touch our hearts." We are thrilled that our special enrichment events for smaller groups have been a resounding success!

We are seeing a strong response to the opportunity to make voluntary financial contributions to the Museum programs that strike a special chord for you. Additionally, if you choose, you may honor someone through a birthday celebration gift, a gift of recognition for a friend, or an In Memoriam gift through various VBMA's recognition opportunities.

We are pleased with the progress on our two bold goals to increase membership and increase our financial impact which will bolster the Museum's ability to continue to reach our community. We will monitor results and feedback from you to stay on the best path forward. Stay tuned and thank you.



Factoid from the Archives

Did you know? The first Newsletter The Circle sent out was in October 2009. Below is a short excerpt from the 8th of February 2010 letter.

Dear Circle Friends,

Our Circle breakfast gathering on January 26th at the River Club Carlton's Yacht Club was spirited and energizing. Three new members joined that January morning bringing our Circle total to 45 after only two months. That leaves us to find 55 new members to complete The Circle by early April. If each of us commits to bringing only one new member into the Circle, we will surely meet that goal. .. So far, we have grown our Circle in this personal way.

And that personal connection continues to be how we wish to continue to grow The Circle 13 years later. If each of us brings one more friend into The Circle, we will surely meet our five year goals.

A special PreK funding opportunity

A few passionate members have stepped up to help fund the Museums PreK program, which did not make our top five this year. Are you passionate about this program too? If so, please join us. So far, we have raised \$2000 and need just \$6000 more to fully fund the program for 2024. Contact Trudy to join this group - trudy@tphllc.com or (206) 409-2484.

Communications Update

Cathy Cronin

Thanks to the members who raised their hand to join the Communication Committee, they have brought their talents and passions to The Circle and are working diligently to bring our ideas to life. And we've been busy!

You are reading our first ever e-newsletter, which we've titled *Eye On The Circle!* Our plan is to publish 6 e-newsletters per year that will focus on our activities and also include some fun history, members bios, tips, and even contests.

We have also created our first brochure for The Circle, a perfect tool to give to your friends and prospective members.

The team also printed a booklet highlighting the goals of our Five-Year Strategic Plan. This booklet informs our members of our path forward and summarizes our two major goals: to preserve the specialness of The Circle and to fuel our growth and the money we raise to support the VBMA outreach initiatives.

Later in the year, we look forward to launching an easy-to-navigate new portal on the VBMA's website. The webpages will be the go-to spot for all members and prospective members. With just a few clicks, you'll be able to have your questions answered on programs, site visits, special events, memberships, funding opportunities and of course, enjoy the photo gallery and the member snapshots to help us all get to know our members.

We want to hear from you! Let us know what you think about our *Eye On* e-newsletter! Send your thoughts/ideas/suggestions to Cathy Cronin at acathy.egan@gmail.com.

And stay tuned for more fun and engaging ways to get involved in Volume 2 coming your way late April.

Member Listing: 2022-2023 Season

Lyn Adams	Anne Golensky	Sally Roberts
Lee Albro	Mary Hall Goodman	Suzanne Roff *
Donna Auriemma	Joanne Green	Diane Rose
Judy Balph	Gena Grove *	Lisa Rosmarin *
Kathy Bantleon	Carol Hancock	Betsy Ross *
Jane Beattie *	Kay Harvey	Carol Ross
Tracey Benton *	Pat Hastings	Barbara Ruddy
Cindy Binder	Diana L. Hoffman	Christine Ryall
Carla Mills Boardman	Trudy Powers Hoffman	Debra Schmidt
Marilyn Bosland	Kathleen O'Brien Joachim	Louise Schmitt
Nancy Bryant *	Susan Kintner	Jamie Schulte
Carmela Cagliero	Serena Kratz	Joan Semmer *
Jan Calfee	Pam Larrick	Lou Shannon
Sally Calhoun *	Phoebe Larson	Sue Sharpe
Kitty Carleton	Lori Lazorik *	Gail Shepherd *
Mary Carpenter *	Holly Lentini	Suzi Shriner McCoy
Brenda Nicholson Cavicchio	Mary Anne Liljedahl	Pamela Siddall *
Carol Ceplenski	Louise Macy	Gerri Smith
Kathy Connolly	Susan Martin	Mary Addington Smith
Barbara Cook	Diane McGinn	Marty Snyder
Catherine Cooke	Rita Mergemekes *	Gillian Stewart
Donna Coughlin	Carol Mettam	Mary Streep *
Cathy Egan Cronin	Mariam Michael	Caroline Taylor
Nancy Cutshall	Lauren Michaels *	Linda Teetz
Diana Davis	Gwen Miller *	Ann Tharpe
Jean DeSantis *	Lynn Miller	Leah Tompkins
Diane Doherty	Amy Morgan *	Becky Torbin
Barb Dorvee	Laura Moss	Patty Tovell
Linda Downey *	Kitty Mountain	Susan van der Stricht
Cathy Duckett	Patsy Moynihan *	Sandy Vest
Ellen Dunn *	Connie Murphy	Susan Von Hagen
Nancy Edmiston	Sharon Novak	Judy Walck
Susan Filebark	Lisa O'Brien	Kate Walsh
June Fitzgerald	Theresa O'Reilly *	Georgia Welles
Cathy Fountain *	Mary Parker *	Stuart Weismiller * Jenny
Susan B. Fowler	Nancy Pierce *	Wellschlager Diane
Susan Friesell	Arlene Platt	Wilhelm
Elise Geary	Gail Prauss	Bonnie Wilson
Cindy Gedeon	Mary Louise Preis *	Julie Wright
Fran Gilson	Marilyn Ragland	Mary Wright
Margaret Goembel	Katie Raynor	

* New Member this season