

San Francisco Auxiliary of the Fine Arts Museums

NEWSLETTER

DECEMBER 2024



Please Support Bouquets to Art by Becoming an Honorary Patron

Honorary Patrons are our best ambassadors for Bouquets to Art. These loyal supporters purchase an Opening Night table and encourage ticket sales to the event. This opportunity is exclusive to the members of the San Francisco Auxiliary. Patrons and Opening Night attendees are vital to the success of BTA; traditionally they account for over 70% of our revenue. In honor of the Legion of Honor centennial, we will have 100 floral displays spanning across both museums during the week of BTA. We encourage you to consider becoming an Honorary Patron during this celebratory year.

Please see the table descriptions and order form at the end of this newsletter. If you have any questions, please contact Patron/Opening Night Co-chairs:

Jennifer Forbeck (jennforbeck@hotmail.com),
Leticia Martinez (msleticiamz@gmail.com),
or Julie Yarbrough (julie.yarbrough@gmail.com).

Double the Fun at BTA 2025

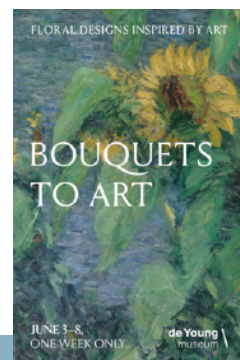
Plans are well underway for BTA 2025 and the centennial celebration of the Legion of Honor. To commemorate the Legion's anniversary, BTA is expanding its reach to include the de Young AND the Legion of Honor museums. We'll celebrate Opening Night and fabulous Floral Fashions at the de Young as we normally do, but then enjoy a week of double duty and double the fun! Selection Day (March 3) will be held only at the de Young but exhibitors will be given free admission to the Legion of Honor prior to that date to review all the available bouquet locations there. Then the fun starts with BTA activities at both museums: Set Up Days (June 2), hospitality spreads, floral audit teams, programs (we might not have programs at both museums), and raffle stations and floral carts. We are planning for approximately 75 floral displays at the de Young and 25 at the Legion — plus a grand floral installation at the Legion that will be the focal display for BTA 2025. For this special occasion, the major installation at the Legion is in lieu of the iconic truss that traditionally hangs in Wilsey Court, which will be unavailable this year due to a previously scheduled exhibition. This will be new territory for all of us, but with our experienced team of committee chairs and our strong Auxiliary leadership and member base, we look forward to the challenge! Let's make this a memorable event worthy of the Legion centennial.

Warmly,

Your 2025 BTA Co-chairs, Nora Quattrin and Diana Ekstrand

Website Committee Call for Members

We hope you will consider joining the website ad hoc committee as we work to enhance the website to be a valuable resource to both existing members and prospective members. The kick-off meeting will be Monday, January 6 at 5pm via Zoom. Please email Dani Pautrot at danipautrot@gmail.com to join or for more information.



This Year's Gifts From The Auxiliary to FAMSF

\$250,000: Lead Sponsor of the Paul McCartney Photographs 1963-1964 Exhibition. This will be at the deYoung March 1 to July 6, 2025.

\$50,000: Sponsorship of the re-installation of the Native American Art gallery.

SAN FRANCISCO AUXILIARY OF THE FINE ARTS MUSEUMS MEMBER NEWSLETTER

A Message From Our President...

Dear Auxiliary Members, 2025 will be an exciting and momentous occasion for Bouquets to Art as this long-standing, beloved event will have a presence at both the de Young and the Legion of Honor in celebration of the Legion's 100th anniversary. From June 2nd through the 8th, both Museums will be transformed by magnificent floral tributes to FAMSF's world-renowned permanent collection. Every year, Bouquets to Art is a highly anticipated event that signals the advent of summer and welcomes more than 40,000 visitors. Looking back at 2024, I want to thank everyone who supported the event by participating on a committee, working shifts, making contributions to corporate/raffle/hospitality, and attending the spectacular Opening Night and programs. I am also grateful to our museum colleagues: Kate Hanley, Assistant Events Manager, and Amy Zimardi, Associate Director of Special Events, whose guidance, advice and help were with us every step of the way. Planning is already underway for Bouquets to Art 2025, and our BTA Co-chairs, Nora Quattrin and Diana Ekstrand, are busy conceptualizing the event with the help of their various committees. There are plenty of ways to get involved depending on your interests and time availability. This month officially kicks off our Honorary Patron drive. Please consider joining me as an Honorary Patron, as strong Auxiliary support is critical to this event, and Opening Night is the most significant contributor to our fundraising efforts. I wish you and yours a happy holiday season. I'm looking forward to seeing you in the new year at the de Young for our January 27th general meeting, which will include a docent tour of Tamara de Lempicka's exhibition.

-Nina Ward

Nominating Committee Update

Pat Hart has kindly stepped up to chair this year's Nominating Committee. She looks forward to announcing her Committee and walking the Auxiliary through the nominating process at the January General Meeting.



Community Outreach Needs You!

Please help us take BTA 2025 into communities throughout the Bay Area by providing an introduction. We are looking for contacts at Bay Area organizations such as:

- Garden Clubs
- Professional and Social Groups
- Art Groups
- Senior Communities
- Neighborhood groups

If you have an outside group to recommend, please email information to either Nancy Noakes (nancynoakes@hotmail.com) or Sabrina Raphael (brinasay@gmail.com). Please include the name of the organization, the contact name, and contact information. Help us connect to the community and bring the excitement of BTA to new audiences!

Test Drive the Auxiliary

Do you have an acquaintance who might be interested in joining the Auxiliary but isn't sure? Last month, the Auxiliary Executive Committee voted to allow a potential member to attend one meeting as a guest to learn more and meet other members. This is also an opportunity for a prospect to get to know us first even if they don't know any of the current members. For security we have put some parameters in place and have approved the following new policy: SF Auxiliary Policy and Procedures for Prospective Members who want to attend a SF Auxiliary General Meeting:

Member Invites a Prospect: If a current member personally knows a prospect who has expressed an interest in joining the SF Auxiliary but is not sure, they may invite the prospect to attend ONE Auxiliary General meeting (with the exception of the meeting where the FAMSF Director/CEO speaks.) The current member who offers to sponsor the prospect must: notify the membership chair who will alert museum staff to have their name at the security guard's desk, escort the prospect to the meeting, introduce them to other members during the social session, and escort them from the museum at the conclusion of the meeting.

Unknown Prospect: If a prospect is not known by any current member, the membership chair should do some vetting of this prospect based on information submitted in their application and through other channels. If after this prospect is vetted they have yet to decide about joining, the membership chair can assign a current member to be their escort, and they may attend ONE Auxiliary General Meeting following the same protocols as listed above.

Membership Ad Hoc Committee Needs Your Help

At the November General Meeting, you learned about an ad hoc committee that was being formed to broaden our membership in order to reflect our Bay Area and FAMSF communities. If you are interested in joining this effort to reach out to more diverse audiences, please contact

Nina Ward at nina_ward1@hotmail.com or 415-810-5540.

Looking Backward for a Moment

- A Quick Recap of the 40th Anniversary of BTA

Thank you to everyone who made Bouquets to Art 2024 one for the ages!

We are so grateful to all of our members who volunteered, welcoming thousands of delighted patrons to the de Young Museum. Your positive spirit and helpfulness was infectious. We also truly appreciate our Suburban Auxiliaries who helped during the week and promoted our Opening Night, Programs, and Raffle ticket sales. Thank you as well to our external community partners Delta Dental and The Junior League of San Francisco for their support with the raffle.

Here are the numbers:

- 39,043 total visitors for the week
- Total Gross Revenue of \$1,514,980 which includes membership, GA ticket sales, store sales, and SF Auxiliary gross revenue
- SF Auxiliary Net Revenue of \$314,741
 - Auxiliary Committee Gross Revenue:
 - Patrons and Opening Night \$467,448
 - Programs (including underwriting) \$36,685
 - Corporate \$80,000 - Raffle \$78,848
 - Floral Cart \$5,450 - 123 Floral Exhibitors

Highlights:

- Corporate welcomed three new sponsors: Zenni Optical (\$25,000), Delta Dental (\$5,000), and Relation Insurance Services (\$5,000)
- This year, Floral Fashions, generously underwritten by Misty Tyree, was inspired by *Fashioning San Francisco: A Century of Style*. The striking designs were modeled live on Opening Night and displayed in Wilsey Court during the week.
- We organized and managed over 400 volunteer shifts, an 8% increase from the previous year. We introduced a new task, collecting interest for prospective members of the Auxiliary and Floral Exhibitors.
- Raffle Sales were up \$19k during the week of BTA and the team exceeded last year's results even without the mailer. The Viking Cruise was a huge hit, raising over \$22,000. Many thanks to Auxiliary member Christopher Wiseman for helping to secure that generous donation.

All the best from your 2024 BTA Chairs,
Tammy Braas-Hill and Nora Quattrin

Great Times.....

The Activities Committee has been busy with a lot of fun events. At the end of summer we held Cocktails and Trivia at the Golden Gate Yacht Club. It was

a friendly game and the winners were duly applauded! Big thanks to Susan McGowan for designing our game and patiently running it, despite the spirited participants ;-). And much appreciation to Nora and Margaret



Quattrin for sponsoring us again with the perfect space at the Yacht Club. Nothing like enjoying the sun on a dock by the Bay!

Then in November, we were treated to a tour of the Scandalous Murals at Rincon Center. Our Tour leader, Donna McCartney, expertly took us through the history, the intrigue, and the artistry that went into making these 27 fascinating murals. We then enjoyed a perfect lunch at Yank Sing. It was a very interesting and fun time, and



it was a delight to have four prospective Auxiliary members join us. These events are a great way for us to get to know each other!

In the next few months we will have a Holiday Wreath

Workshop, visit to see the world class Pier 24 Photography collection, a picnic at Tunnel Tops to view the Andy Goldsworthy art pieces there, and a tour of the Dogpatch. Do join us — and bring your prospective members!

If you would like to view a fun video about BTA 2024, click here:
<https://abc7news.com/post/san-francisco-de-young-museum-bouquets-art-exhibit/14911543/>

Annual Luncheon

Our annual SF Auxiliary Luncheon in May is always a festive occasion to socialize with our fun group of members and celebrate the upcoming BTA week. If you are interested in putting your party planning skills to work to organize this lovely tradition for 2025, please contact Nina Ward at nina_ward1@hotmail.com or 415-810-5540.

BTA Raffle 2025

The raffle is off to a fantastic start, and we're curating extraordinary travel experiences and adventures for our ticket buyers. We are



particularly thrilled about our highlight package: an exclusive trip to Ireland! We have secured the prestigious Kenmare Hotel in Kerry, Ireland, and are crafting a package that showcases the very best the Emerald Isle has to offer.

Additionally we have the beginnings of a special package of SF experiences behind the scenes with the performing arts and the museums — starting with two SF Jazz tickets and dinner at Bix. We extend our heartfelt gratitude to Susan Hastings and Christopher Wiseman for leveraging their valuable connections with organizations, restaurants and travel companies to create remarkable package opportunities.

To make this year's raffle even more spectacular, we want to expand our travel opportunities with even more lodging options. This is where we need your help. If you have any connections with hotels or with rental property owners who might be willing to make an in-kind donation, we would thankfully welcome your warm introductions.

We are still adding items to our packages and encourage you to reflect on your networks and any relationships that might be willing to support BTA and be featured in our raffle. Please reach out to us with any contacts who might be interested in contributing unique items or services for this year's raffle.

Thank you for your generosity and support!

BTA 2025 Raffle Co-Chairs

Brooke Badger (badger.brooke@gmail.com / 650-740-5550) and

Taylor Pilossoph (taylorjuliep@gmail.com / 415-497-7776)



In Search of Sponsorships

Who do you know in a Bay Area company that might want to be a Sponsor for Bouquets to Art?

We would love help with an introduction to your key contacts!!

For as little as \$3,000 or up to \$50,000, a company can become a Corporate Sponsor with all the benefits of brand promotion during the week-long event of BTA with its \$40,000+ attendees. If you know of a local business that might be a good fit and interested in becoming a Bouquets to Art sponsor, our Sponsorships Committee would love to chat with you. Below are a few of the categories we'd like to target:

- Financial Institutions (i.e. banks, wealth management, venture capital or private equity firms, estate planning)
- Real Estate
- Retail
- Furniture/Interior design
- Technology
- Medical (i.e. dermatology, laser)
- Educational institutions



Introducing Our Newest Members....

Beth DeAtley

- Beth has worked in investment real estate sales.
- She has been actively involved in the Fine Arts Museums East Bay Auxiliary, Piedmont Home Gardeners, Town and Country Club, and Oakland Zoo.
- A San Francisco Sailing Foundation advisory board member and donor to the Olympic team sailors in Tokyo and Paris.
- She also enjoys art, travel, animals and the great outdoors.



Renee Fogelberg

- Renee is an ObGyn physician at Oakland Kaiser Permanente.
- She has been actively involved with Cal Poly Career Advisory Council, Cal Poly Parent Advisory Council, a Board Member at the American Cancer Society, and Alameda Association Medical Council.
- She also enjoys travel, cooking, pickleball, and Ikebana classes.



SAN FRANCISCO AUXILIARY OF THE FINE ARTS MUSEUMS MEMBER NEWSLETTER

Betty Hood-Gibson

- Betty has worked as a CPA in a variety of positions throughout her career as well as being a partner in a real estate company.
- She has been actively involved in volunteer finance positions in the Episcopal Church, Saybrook Graduate School of Psychology, and the YMCA.
- She also enjoys art, travel, cooking and is committed to family and community.



Melissa Martin

- Melissa has worked as an Archivist/ Librarian and Painter.
- She has been actively involved in Free Speech Café and UCB.
- She also enjoys art, travel, animals and the great outdoors.



Bart Moore

- Bart worked as a realtor in Napa Valley, the last seven years with Compass Realty.
- He has been actively involved as an Advisory Board Member at Home for a Home.
- He enjoys art, music, performing arts, wine, tennis and golf.



Maria Castelluci Moore

- Maria works as a proprietor of Castellucci Napa Valley Wines and as an asset manager for the family business.
- She is actively involved in the SF Opera Guild, Festival Napa Valley, and Roots of Peace.
- In addition to winemaking and fine art, she also enjoys writing children's books, interior design, music, gardening and tennis.



Taylor Pilossoph

- Taylor's work experience is in finance, specifically risk management and investment banking.
- She is actively involved as a board member at the Makena Foundation and in the Junior League, especially the Done in a Day committee.
- Along with attending art exhibitions, Taylor enjoys opera, theater, and travel.



Namrata (Cherra) Singh

- Cherra worked as an attorney in India and real estate agent in Texas.
- She is actively involved in Educating Kids in India and as Secretary of Art Creating Empowerment (NFP)
- She also enjoys travel, food, world affairs, and autobiographies.

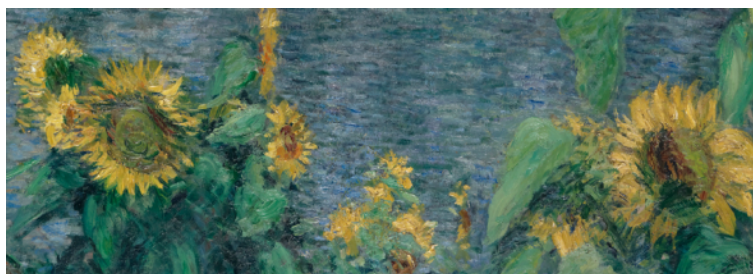


Ingrid Swenson

- Ingrid is a retired private equity CFO & Partner with a professional background in finance, operations, and public accounting.
- She is actively involved at the American Red Cross and UCD Foundation, and supports FAMSF, Academy of Sciences, and Marin Food Bank.
- In addition to her many philanthropic endeavors, she enjoys sailing, hiking, and being out in nature.



Do look for these new faces at upcoming meetings and give them a warm welcome - we are so thrilled that some have already taken on important committee roles, and we know that all of them will bring new energy and the above-listed useful skills to future BTAs!





BOUQUETS TO ART 2025 BECOME AN HONORARY PATRON TODAY!

OPENING NIGHT: MONDAY, JUNE 2, 2025

Celebrating the Legion of Honor Centennial

Honorary Patrons are our best ambassadors for Bouquets to Art. These loyal supporters purchase an Opening Night table and encourage ticket sales to the event. This opportunity is exclusive to the members of the San Francisco Auxiliary. Patrons and Opening Night attendees are vital to the success of BTA; traditionally, they account for over 70% of our revenue. In honor of the Legion of Honor Centennial, we will have 100 floral displays spanning across both museums during the week of BTA. We encourage you to consider becoming an Honorary Patron during this celebratory year.

Early admission at 5:30 pm for all table holders to the de Young museum for Opening Night of Bouquets to Art. Reserved seating for guests in the Gilded Lily, Orchid, Peony, and Sunflower Circles. All patrons will enjoy delicious McCalls Catering & Events, wines, a seasonal event cocktail, complimentary parking and listing in the Opening Night Invitation and Bouquets to Art Program. Additional Patron benefits to be announced in March 2025.

Patron levels include:

Gilded Lily Circle \$15,000 (\$14,000 tax-deductible) *LIMITED AVAILABILITY*

- Reserved table for four from 5:30 pm - 10 pm in a premier location
- Luncheon for four guests at the Legion of Honor cafe followed by a tour of the Legion's floral displays with Emily A. Beeny, Chief Curator of the Legion of Honor and Barbara A. Wolfe, Curator in Charge of European Paintings
- Premium wines and caviar tasting
- Four tickets to a lecture of your choice
- Four General Admission tickets to Bouquets to Art at the de Young and Legion of Honor Museums

Orchid Circle \$6,500 (\$5,000 tax-deductible) *LIMITED AVAILABILITY*

- Reserved table for six from 5:30 pm - 10 pm in a premier location
- Premium wines and caviar tasting
- Four tickets to a lecture of your choice
- Six General Admission tickets to Bouquets to Art at the de Young and Legion of Honor Museums

Peony Circle \$3,500 (\$2,500 tax-deductible)

- Reserved table for four from 5:30 pm - 10 pm in a preferred location
- Voucher for a bouquet redeemable at the Flower Cart during the week of Bouquets to Art
- Four General Admission tickets to Bouquets to Art at the de Young and Legion of Honor Museums

Sunflower Circle \$2,500 (\$1,500 tax-deductible)





- Reserved table for four from 5:30 pm - 7:30 pm
- Four General Admission tickets to Bouquets to Art at the de Young and Legion of Honor Museums

BOUQUETS
TO ART 2025

HONORARY PATRON ORDER FORM

OPENING NIGHT: MONDAY, JUNE 2, 2025

PLEASE SELECT AN HONORARY PATRON LEVEL:

-  GILDED LILY, \$15,000
-  ORCHID CIRCLE, \$6,500
-  PEONY CIRCLE, \$3,500
-  SUNFLOWER CIRCLE, \$2,500

BY SIGNING UP TO BE AN HONORARY
PATRON, YOU AGREE TO:

- REQUEST AND PAY IN FULL BY JANUARY 31, 2025 A PATRON LEVEL PACKAGE FOR BOUQUETS TO ART OPENING NIGHT.
- PARTICIPATE, IF AT ALL POSSIBLE, IN THE PATRON LETTER MAILING. (DATE: MONDAY, FEBRUARY 24, 2025)
- ACT AS A BOUQUETS TO ART AMBASSADOR AND ENCOURAGE ATTENDANCE AT OPENING NIGHT

IN LIGHT OF IRS GUIDELINES, IN ORDER FOR FAMSF TO ACCEPT PAYMENT FROM A DONOR-ADVISED FUND (DAF) OR FOUNDATION, PAYMENT MUST BE FOR THE FULL VALUE OF THE TICKETS, WITH A SECOND METHOD OF PAYMENT FOR GOODS AND SERVICES PROVIDED FROM EITHER A PERSONAL OR CORPORATE ACCOUNT. THE GOODS AND SERVICES AMOUNT CANNOT BE SUBTRACTED FROM THE PACKAGE OR TICKET PRICE. PLEASE CONSULT WITH YOUR TAX ADVISOR AND/OR DAF SPONSOR REGARDING RULES GOVERNING ANY DAF OR FOUNDATION DISTRIBUTIONS.

NAME: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP-CODE: _____

EMAIL: _____ PHONE: _____

THE NAMES OF OUR HONORARY PATRONS WILL BE INCLUDED ON THE LETTERHEAD OF THE PATRON LETTER AND LISTED AS "JANE AND JOHN SMITH" UNLESS OTHERWISE NOTED. SPACE ON THE LETTERHEAD IS LIMITED AND HONORARY PATRONS WILL BE LISTED AS PAYMENT IN FULL IS RECEIVED.

PLEASE PRINT YOUR NAME BELOW AS YOU WOULD LIKE IT TO APPEAR:

METHOD OF PAYMENT:

- CHECK ENCLOSED MADE PAYABLE TO **BOUQUETS TO ART**

CREDIT CARD: CARD# _____ EXP. DATE _____ SECURITY CODE _____

AMEX

DISCOVER

MASTERCARD

VISA

NAME ON CREDIT CARD _____

SIGNATURE _____

AMOUNT OF TOTAL PAYMENT: _____

RETURN THE FORM:

BY PHONE CONTACT:
KATE HANLEY
ASSISTANT EVENTS MANAGER
415-750-7648

BY MAIL SEND FORM TO:
DE YOUNG MUSEUM
50 HAGIWARA TEA GARDEN DRIVE
SAN FRANCISCO, CA 94118
ATTN: KATE HANLEY