

Original newsletter on page 1. Redesign on pages 2, 3, 4 & 5.

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AVERELL

Palette

Fall 1996

The Averell Council was formed in 1988 as the Young Friends of Art of the Memorial Art Gallery. Members share an enthusiasm for the arts and a commitment to support the Gallery through cultural and arts events.

The Tradition Continues... New Year's Eve Averell Council Style

Midnight Passages will be the theme of the Averell Council's most glamorous annual fundraiser – the 1996 New Year's Eve Gala.

Returning Gala Co-Chairs

John Bell and Barbara

Roides, along with Vice Chair Kristina

Lindquist and a committee of stellar volunteers, are busily planning to make this a night to remember. A dedicated crew, they are enthusiastically looking forward to welcoming you as they set sail into the night.

Delectable hors d'oeuvres and an assortment of decadent desserts from various parts of call will be served by a nautically attired staff. Music for your listening and dancing pleasure will be provided by

Midnight passages

The Boss Street Band and

Diana Leigh and

Crazy Rhythm. And

since the festivities

wouldn't be complete

without prizes, there will be

a donation drawing

for a cruise for two. Tickets will

be \$55 per person, and gala-

goers will once again have the

option of attending a pre-gala

Patron Dinner.

Save the date... as always, December

31. And remember, the proceeds

will help us continue to support

the programs and

exhibits that are near

and dear to our hearts

at the Memorial

Art Gallery.

Averell Council Funds at Work – The Fingerlakes Exhibition

By Jeff Smith

Continuing to add value to its membership, the Averell Council this year sponsored the 55th Finger Lakes Exhibition, Rochester's oldest and largest juried exhibition, featuring works in all media by artists from a 25-county region. The Averell Council contributed \$5,000 to underwrite the exhibition, and also sponsored a Members' Preview at the Gallery on August 17. (cont. on page 4)



Photo: John Whitney

Finger Lakes Exhibition
Members' Preview

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President's POV

BEST OF TIMES FOR AVERELL COUNCIL MEMBERS...

I recently attended a museum conference, where I chatted and traded notes with 150 representatives from organizations like ours. Few, if any, national museums or local volunteer groups approach the level of success that the Averell Council has achieved with fundraising and membership.

In the past year alone, the Averell Council raised more than \$100,000 from successful events such as First Fridays and Alive at the MAG. We, in turn, contributed \$10,000 to the Gallery's Year 2000 project, sponsored Gallery exhibitions including *Weaving a Legend: Royal French Tapestries*, and *56th Rochester-Finger Lakes Exhibition*, and provided underwriting for last year's Patron Print program. Our membership continues to grow—climbing to more than 600 today. We can also be proud of our lecture series and special events including our recent wine tasting.

Of course, none of this would be possible without the help and enthusiasm of our volunteers. Volunteers like you contribute to this organization's success and longevity.

I am proud of all our achievements and being associated with one of the most active and successful Young Friends of Art groups in the country. Regretfully, I must step down as president before my term ends. I recently accepted a new position and will be moving to Chicago.

The Averell Council board elected Kris Bruneau to succeed me as president. Kris served as First Fridays chair for two years and vice president for the past year and a half. She is dedicated and committed to the Averell Council, and to its mission of supporting Gallery exhibitions and programs. I have every confidence that she will serve this position well. Please join me in welcoming her.

I wish you all the best in your endeavors to drive enthusiasm and support for the Averell Council and the Memorial Art Gallery, and challenge you to continue the 'best of times' for all Averell members.

Scott McGowan

Averell Spotlight

DESIGN A NEW 10TH ANNIVERSARY AVERELL COUNCIL LOGO — WIN FABULOUS PRIZES

Calling all Averell artists — if you're inclined to design, take your best shot at developing a new "James" logo to commemorate our tenth anniversary in '98.

Use your head (and James's) and give our logo a new spin for an organization that will be ten years young next year.

Entries must be camera-ready (B/W line art or high-res laser output) and be reproducible at a variety of percentages (that is, it has to come up or down in size and still be recognizable). Hint: If you can design on the computer, you can scan in the old James logo and do some modifying of your own! Serious or irreverent is OK, as long as we can still I.D. James somewhere in your design.

The Averell Council will form a volunteer committee to judge the entries in January. To enter, you must be an Averell Council member. Entries must be submitted by January 15, 1998. You may enter more than one logo design. Send your entries to: Erin Silk, Averell Council Assistant, The Memorial Art Gallery, 500 University Avenue, Rochester, New York 14607.



PHOTO BY JACK WILLIAMS

Be sure to include your

name, address and daytime phone number with each entry. Entries without this information will be disqualified. If your design is the winner, you'll receive all kinds of valuable gifts and notoriety, including:

- \$50 to spend any way you like (oh boy, money!)
 - A free one-year renewal membership to the MAG/Averell Council
 - A \$50 gift certificate to the Gallery Store
 - A profile right here in the *Palette* that you can show off to friends and family (your 15 minutes of fame!)
 - A guest appearance on the *Rosie O'Donnell Show* (just kidding)
- Don't miss out! If you need a copy of the current logo to work with, give Erin a call at 473-7720, ext. 3035. Then get your entries in by January 15!



Look inside to find out "Just who this guy James is, anyway."

Just who is this guy James, anyway?

James George Averell, or "J.G." as he was known to intimates, was the beloved first son of Emily Sibley Averell Watson. Emily was the daughter of Rochester's first major art collector, Hiram Sibley. She herself was a shrewd art collector and philanthropist. Emily worked to equip and enlarge what is now the Genesee Hospital and was a pillar of the Rochester Philharmonic. She was also the patron of gifted child violinist David Hochstein. Like Hochstein, who died at age 25 during World War I, J.G. Averell's death was tragic — from cholera, at age 26. J.G. Averell was a handsome young man, an athlete who crewed, rode to the hounds, and played golf and polo. Idealistic, sheltered and sensitive, he was his mother's companion and confidante until her remarriage in 1891. A Harvard graduate with an architecture degree, James spent a year in Italy where he sketched the Tempio Malatestiano at Rimini, a Gothic church with a triple-arched entrance remarkably evocative of the Gallery. The original Gallery building was the gift of Emily Sibley Averell Watson to memorialize her son. Our own Averell Council is named for this talented, sensitive and supportive young man, who came from a distinguished line of arts champions.



Meet our newest board members...



President Kris Bruneau — A longtime Averell volunteer and board member, Kris previously

served as First Fridays chair and vice president. Kris views her new role as an opportunity to lead the Averell Council towards an increased presence within the community, improved member communications and an overall more focused, effective and results-oriented organization. A Rochester native, Kris is a senior account executive with Hutchins/Y&R. She and her husband, Rob, live in Webster with their boxer, Gunnar.



Vice President Beth Ambrosi — Making the move from First Fridays chair to vice president is

easy for Beth. As director of corporate relocation for Red Barn Properties, she's used to entertaining clients at the Gallery and during Averell events. Beth sees her role as a driving force behind development efforts — garnering corporate and volunteer support for the Averell Council. She lives in Rochester.



First Fridays Chair Michael Connelly — Michael has been actively involved in First Fridays for the

past two years, most recently as vice-chair for volunteer staffing. His goal is to improve awareness of the Averell Council and First Fridays committee among attendees. Michael is a real estate professional for Rick Leasure and lives in Rochester.



Treasurer Dan Burns — Describing this as his "maiden voyage" as a member of the Averell Council



AVERELL ABOUT TOWN



Volunteer Coordinator Caroline Critchlow has been organizing and managing volunteers for Averell Council events for the last two years.

AVERELL COUNCIL VOLUNTEERS WINED AND DINED AT TRIPHAMMER'S GRILL

Each year, the Averell Council creates a special event to thank its loyal member volunteers for their time and talents. On August 21, close to 40 Averell volunteers gathered at Triphammer's Grill in the Brown's Race district for cocktails and dinner. The group then moved outside to watch the famed laser light show. The council's board of directors, including President Scott McGowan, thanked the volunteers, including special thanks to Volunteer Coordinator Caroline Critchlow, who organized this year's volunteer event.

Now an annual event, the Volunteer Recognition Party is paid for by the Averell Council to thank our volunteers for their help.

Photo by John R. Winters



Lauren Maizes Romich and Jackie LeChase-Frize at the second annual Rochester First Fall. Thanks to Lauren and her co-chair Sandy Dougherty for coordinating such a great event.

Wine Tasting Photos by David Mohney Photography



Five wines were featured at the Finger Lakes Wine Tasting event.



More Averell About Town Inside...

and its board, Dan is looking forward to helping the organization keep a balanced budget. He's cut out for the job, as a vice president and portfolio manager with the Business Banking Group at M&T Bank. He and his wife, Denise, have two boys, Ryan and Travis.



**Special Events Chair
Raul Martinez**

—A trial lawyer with Chamberlain, D'Amanda,

Oppenheimer and Greenfield, Raul is new to the Averell Council as well as to the board. He hopes to help plan events that tie the Averell Council more closely to art while providing a good time for members. He and his wife Heidi have a son, Sam, who is 14 months old.

and registered nurse. She's originally from Baltimore, and has been an Averell Council member for three years. In her board position, Kathryn will help secure corporate funding for Averell Council events.

Averell on Art Chair



Lauren Maines Ramich — Lauren teaches art to grades K-6 at School No. 37 in

Rochester. Her committee's goal is to raise awareness for art and educate the community by linking the Averell Council to local artists and events, such as the lecture series and the annual Rochester Print Fair. She and her husband, Dan, live in Rochester.



Introducing our new office coordinator, Erin Silk.

Erin has joined the MAG's staff as the Averell Council assistant, and is helping us pull the details together for special events. She is also available to answer your questions. Give her a call at 473-7720, ext. 3035.



Marketing Chair Natalie Campbell

—Natalie owns Campbell Communications and helps clients

with marketing strategies, research and sales promotion materials — which is what she also plans to do with the Averell Council and its new Polette! Natalie lives in Rochester. She's a Colgate University grad and also has an M.A. from Syracuse University.



Underwriting Chair Kathryn Owellen

—A specialist in helping women and health care

investors at Dean Witter, Kathryn is a stockbroker, financial advisor



For the latest updates, tune into The Zone, 94.1.

The Zone is the new, official First Fridays radio station. Keep listening for info on First Fridays and other Averell Council events. Or call the Gallery for recorded events information anytime, at 473-7720, and press 4 on your touchtone phone.

Photo Courtesy of the Democrat & Chronicle



The "Latitudes & Attitudes" Preview Party on September 26 featured participatory landscape events, plus the Stick-Ball burning by artist Vincent Messier.



First Friday Photos by: David Maloney Photography



First Fridays of the Memorial Art Gallery offers a wonderful atmosphere for meeting fellow members. Annie Wells provided entertainment for the October event.



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President Kris Bruneau
Vice President Beth Ambrosi
Treasurer Dan Burns
Past President Scott McGowan
Averell on Art Lauren Maines Ramich
First Fridays Michael Connelly
Gallery Council Liaison Kathy D'Amanda

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**Questions, ideas
& suggestions?**

Call Erin Silk at 473-7720, ext. 3035.



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