

Brand 48 in Your Own Home!

OUR ANNUAL NATIONAL JURIED EXHIBITION of Works on Paper: Brand 48 made a successful transition from the physical gallery to the virtual thanks to the efforts of Brand Gallery staff and the Associates. When the Brand 48 call for artists opened in April, it seemed likely that we would have our usual festive opening attended by art lovers and artists and the usual six-week display of the art in our gallery. It was, after all, scheduled for the then-distant September....

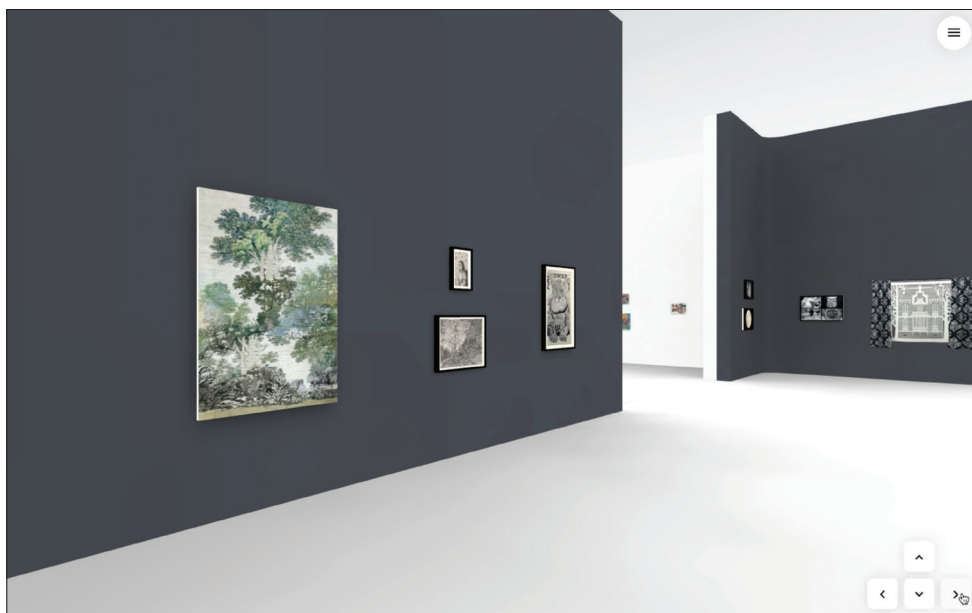
Fast forward to early July and the likelihood of having the Brand Gallery accessible to visitors was dwindling rapidly. We made the difficult decision to have Brand 48 as a totally virtual experience, something we had never done before. Gallery supervisor Shannon Currie Holmes and her staff started a search for virtual gallery platforms and brainstorming began in earnest. Artists who had been chosen to be in the exhibition were notified of our change of plans. They responded with gratitude and enthusiasm; not a single artist declined to participate. Our juror, Dan McCleary, was on board also. After spending long hours looking at 900+ artworks and choosing 108 for exhibition, he was clearly committed to Brand 48.

The public opening reception of our Works on Paper show is a major event in the Brand Gallery calendar, and we wanted to continue with that tradition as a virtual offering. Here, again, Shannon and the Gallery staff really shone, creating an opening video complete with drone shots of Brand taken on a typically beautiful California day and producing up-close and personal videos of each of our six award-winning artists. The virtual opening on September 13 was a resounding success due to their creative efforts as well as the commitment shown by all our Board members and our juror who practiced their parts until they got them right. Special thanks are due to Board Secretary Greg Ross who has worked so diligently to master the art of the webinar.



Dan McCleary

Our final event for Brand 48 was a webinar that looked at examples of prints and drawings from the exhibition combined with student artworks from Art Division. Art Division was founded by our juror, Dan McCleary, 10 years



The Brand 48 Virtual Gallery

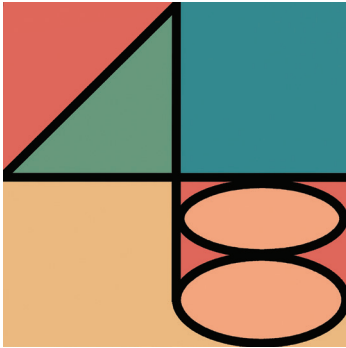
ago to provide professional art training to young adults in the Rampart district of Los Angeles. This joint event was an opportunity to celebrate our shared commitment to art, artists and our communities.

A very positive side-effect of having a totally virtual exhibition is that we do not need to close the show on any specific date. Still available for viewing are a virtual gallery tour, a virtual catalog of the show, the opening video and individual artist videos and a complete recording of the opening event. You can also see the complete webinar "Commonalities: Prints and Drawings of Art Division and Brand 48" on our YouTube channel.

We are very proud of the quality of all the virtual offerings that were part of Brand 48. Many thanks to all involved and special thanks to Erin Stone and David John Attyah for going above and beyond the call of duty. We are prepared for whatever comes our way, but it is our fervent hope that next year we can be together again at Brand Library & Art Center for Brand 49.

Continued on next two pages

AWARD WINNERS



CLOCKWISE FROM TOP:

Juror's Award: Ji Young Kim
Raining

Colored pencil on paper, 24" x 21"

Jane Friend Award: Shannon Keller
Nightarms

Pencil and ink on paper, 30" x 22"

Robert Brown Award: Marco Hernandez
El Disparate

Three-plate etching, 8" x 11"





CLOCKWISE FROM TOP:

Associate's Award: Edwin Vasquez
New World Fashion

Mixed media on paper, 16" x 12"

Associate's Award: Steffani Bailey
Fly off, and thinking of Kurt

Collage of various papers and rice papers,
 wood dowels, 19" x 12" x 0.5"

Associate's Award: Jake Martinez
115th St. E Littlerock CA

Black & white negative film photograph, 12" x 16"



SEE MORE:

THE EXHIBIT AND RELATED RESOURCES:
brandlibrary.art/brand48

A PANEL DISCUSSION ON PRINTS AND DRAWINGS:
youtube.com/watch?v=BEMJQTvBFSM

President's Message

Debra Thompson

IN JANUARY OF 2020, the Board of the Associates was aware that there were changes looming, but little did we know the new and varied challenges that we would face as the year went by. I am happy to report that we have risen to every occasion and in the process found new strengths and learned new skills that will serve us well whatever the future may bring.

Our first challenge involved some big changes to the make-up of the Board. Arlene Vidor decided to step down as President of the Associates after 10 very successful years that culminated in our 50th Anniversary Celebration in the Fall of 2019. Mary Jamora, our long-time treasurer, also decided that the time was right to exit the Board. We will miss their combined institutional memory, energy and skills.

The Annual Meeting of the Associates membership in May was to have been our opportunity to celebrate Arlene and Mary in the traditional manner of the Associates: accolades, flowers, cake, and champagne on a lovely Saturday morning at Brand. Here, COVID-19 presented a second challenge: we had to learn the ins and outs of a Zoom webinar program to offer a virtual rather than physical meeting. The virtual meeting was held in June and not only did we honor Arlene and Mary, we also introduced new Board members and officers.

Our new Board members, Mike Diehl and Sue Bell Yank, bring concrete skills and important ideas to the Associates. They introduce themselves to you in this newsletter. Greg Ross has assumed the role of Secretary and has made himself invaluable as both webmaster and webinar-master. Debra Burchett-Lere is now our Treasurer and Membership chair. Tammy O'Connor continues as Vice-President and I have stepped into the role of President.

Although Brand Library & Art Center

is closed for the duration and the music, dance and art programs supported by the Associates have not been available to you, your Board of Directors has been meeting and planning for the future. Our Annual National Juried Exhibition of Works on Paper: Brand 48 was a great, virtual success and we will start focusing on Brand 49 in January 2021. We are taking this quiet time to tend to the care of artwork collected by the Associates over many years. We are expanding our presence on social media, including Instagram and Facebook and, with experience and confidence in using virtual platforms, are challenging ourselves to create offerings that will be of interest to our Associates and the larger community.

As an active and visible arts and culture organization in our community, we want to be on the forefront of a new future by imagining and enacting a profoundly inclusionary program and are committed to doing the hard work to make that possible. We accept the challenge to present and support a diverse Associates membership, Board of Directors and cultural programming. We welcome your support to make this happen.

I am honored to be the President of this wonderful organization that does so much for our community and is poised to continue and to expand its reach. Your Board of Directors misses you and hopes for a return to our shared activities soon.



Dear Members:

During these challenging COVID-19 times, we are extending everyone's membership renewal period for six months. We will be sending renewal requests with revised dates and hope you will continue to be part of our extended cultural family as we prepare for good things to come in 2021.

Happy Holidays to All!

Debra

Top o' the Hill

LIBRARY UPDATES AND RESOURCES

Caley Cannon

SENIOR LIBRARY, ARTS & CULTURE SUPERVISOR
BRAND LIBRARY & ART CENTER



GREETINGS FROM BRAND LIBRARY & ART CENTER!

While all Glendale Library, Arts & Culture Department locations are currently closed in response to the COVID-19 outbreak, staff have continued to deliver an abundance of online programs and services. The weekly Brand from Home e-newsletter provides a selection of curated content that supports learning, provides entertainment, and will enrich your day with art, music and culture. Brand Gallery developed a new webpage that offers access to past exhibitions and enhanced audio and video content for current exhibitions. Brand 48, the annual Works on Paper exhibition, presented Brand's first-ever completely online exhibition and virtual opening, with many of the works exploring the impactful events of 2020. Don't miss the virtual studio tours and artist interviews available at brandlibrary.org!

Every October, Brand encourages and celebrates the art of drawing. Even though this year has been much different from previous ones, the Library continued that tradition by presenting With-Draw Together, a month full of daily drawing challenges, thirty-one of them to be exact. Throughout the month of October, staff posted a daily prompt on Brand's Facebook page to challenge and inspire the community to engage in drawing activities.

Brand offers many digital resources that you can access from home with your Glendale library card, including eBooks, audiobooks, magazines, movies, music, and even online art classes. Highlights from the Digital Library include:

- eBooks on Freeding and CloudLibrary, as well as music and movies on Hoopla.
- Trusted and verified news sources that can help us more fully understand the events that affect our lives and those of our family, friends, neighbors, and co-workers. With your Glendale library card, you have access to over 7,000 daily newspapers in over 100 languages with PressReader.
- Vlume is the world's largest Armenian digital library, with eBooks & eAudiobooks for all ages in both Eastern and Western orthographies.
- Hundreds of thousands of streaming audio recordings are available on Alexander Street Music Online, Naxos Music Library and Naxos Jazz Library.

- Creativebug offers thousands of award-winning art & craft video classes taught by design experts and artists.
- Still can't find what you need? The library's LINK + service lets you search and borrow materials from over 75 university and public libraries in California and Nevada.
- Explore the Digital Library at eglendalelac.org/digital-library.

Brand Library & Art Center is offering contactless pickup of holds! The goal of this service is to offer access to our physical collections in a manner that is convenient, safe and in compliance with State and County public health guidelines. Place a hold, and when you receive a notice that your hold is ready for pickup, you may schedule a pickup time online at Brand. Pickup service is available: Mondays, Tuesdays & Saturdays, 12-6pm by appointment only.

Glendale Library, Arts & Culture's and the Southern California Library Cooperative's Be the Change series is focused on: Inclusion, Diversity, Equity and Antiracism. Be the Change events build collective understanding of systemic racism, elevate the voices and stories of Black, Indigenous and People of Color (BIPOC), and inspire our community to be the change.

The Be the Change series takes place in conjunction with such commemorations as Hispanic/Latinx Heritage Month, Native American Heritage Month, Black History Month, Armenian Genocide Remembrance, Asian American and Pacific Islander Heritage Month, and LGBTQ+ Pride. The series includes virtual lectures, exhibits, and online programming from authors, curators, and historians. For more information, visit eglendalelac.org/bethechange.

Library staff have aided with other city-wide initiatives to support the Glendale community, such as working with Community Development to administer rental assistance grants and "Support the Arts" Measure S grant funding to provide funding to arts organizations in Glendale.

Finally, earlier this year, we welcomed Nicole Pasini, our new Assistant Director of Library, Arts & Culture. Nicole was previously the Deputy Director of Library Services for the San Mateo County Libraries. She holds degrees in Creative Writing and Library & Information Science. Welcome Nicole!

Despite the challenges of this year, Brand Library & Art Center remains committed to offering high-quality resources, services and programming for the community. Please follow us on Facebook, Instagram or Twitter to keep up to date with all the exciting offerings, or sign up for our email list by visiting brandlibrary.org.

Thank you for supporting Brand Library & Art Center!

Board of Directors



Debra Thompson

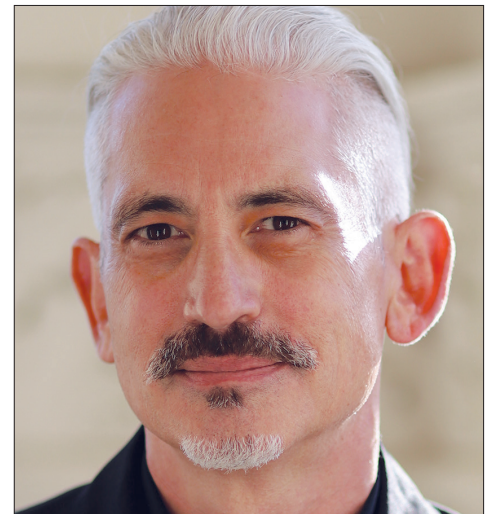
President

Thompson is a 26-year resident of Glendale who appreciates and supports the cultural offerings of the city. Originally a nurse practitioner, she left the sciences for the arts and earned a Master's degree in Art History from CSUN. This led to Glendale Community College, where she has been teaching Art History for 15 years, most recently as an Adjunct Professor. She started her time on the Board as Secretary and stepped into her position as President with the departure of Arlene Vidor in June 2020. Her favorite role has been as Chairperson of the Associates' Annual National Juried Exhibition of Works on Paper for the past 4 years. Thompson has also served on the Board of Directors of the Antaeus Theatre Company since it opened in Glendale three years ago.

Tammy O'Connor

Vice President

Tammy O'Connor serves as Vice President of the board, where she leads the Community Engagement and Marketing Committee. She also wears the title of Vice President at Community Arts Resources, a niche firm that creates unique experiences where art, culture, community and civic life collide. Previously, she produced non-fiction television, filming in more than 18 countries. A native of Los Angeles, O'Connor moved to Glendale more than thirty years ago. She was introduced to the Brand when one young daughter enrolled in art classes and the other took up residence on the soccer field. O'Connor continues to enjoy a daily walk, run or hike at the Brand and considers the library one of her most cherished places in the city.



Gregory Ross

Secretary

Ross brings a wealth of design expertise to Brand Associates, focusing on our website, social media and various promotional and graphic materials. His career began in the music industry as an Art Director at Warner Brothers and A&M Records, designing CD packaging, merchandise and advertising. He eventually opened his own design studio with his partner John Schuning and expanded into the fields of fashion, finance, and healthcare, working with many businesses and non-profit organizations.

Debra Burchett-Lere

Treasurer

As a resident of Glendale since 1991, Burchett-Lere has served the community over the past thirty years in a variety of volunteer capacities. She continues her active volunteer spirit with the Brand Associates after working with Keppel Elementary, Toll Middle School, and Hoover High School PTSA boards for years, including President at Toll as well as chair of the Hoover Tour of Homes. Debra also coached AYSO soccer and JWV Little League baseball teams. Her family is involved in the cultural scene with her husband, a well-known public sculptor and sons in the television and music business.

In addition, Burchett-Lere brings a wealth of professional art-world experience as an author, curator, and executive director of the artist-endowed Sam Francis Foundation. Her background

includes key positions at the fine-art limited editions workshop Gemini G.E.L. and the Los Angeles Institute of Contemporary Art (LAICA). Debra has collaborated on many museum exhibitions including the Museum of Contemporary Art (MOCA), Los Angeles; Milwaukee Art Museum; Bechtler Museum of Modern Art, Charlotte; Pasadena Museum of California Art; Crocker Art Museum, Sacramento; and the Los Angeles County Museum



of Art (LACMA) (forthcoming). She has authored a number of books and catalogs including publications by the Getty Conservation Institute, Los Angeles and the University of California, Berkeley. In addition to her curatorial projects Debra is a grant writer, art consultant and long-standing member of the Appraisers Association of America.

MEET OUR TWO NEW BOARD MEMBERS, ELECTED IN JULY:

Mike Diehl

Director

I moved to Glendale in 1994, and not long after discovered the Brand Library, just a mile up the hill from my then-new digs. As a graphic designer and music lover, the Brand quickly became a treasured resource, a facility I was drawn to visit frequently, to pick up items I'd requested and to peruse the new books, music and videos. Like many patrons, I would occasionally settle into one of the comfortable chairs to enjoy a book or two in the



gorgeous light of the historic space — all the more enjoyable after its magnificent renovation. The gallery and musical performances soon became attractions, as well.

I was honored and delighted this past spring to be invited to join the Board. Using my experience in marketing, design and advertising to spread the word about the Brand seemed a perfect opportunity for me to give back to the facility, and its staff, that have benefited me so much for so long.

I've run my own firm for many years, but prior to becoming a sole proprietor I worked for an ad agency in New York, and was advertising art director at A&M Records in Hollywood. I've worked in all facets of graphic design — branding, marketing, packaging, publication and web design — for a range of clients that spans the entertainment industry, the arts, law, private equity, and companies large and small. I've also taught design at my alma mater, Art Center College of Design, and at Otis College of Art and Design.

IN ADDITION
 EX OFFICIO, DIRECTOR
Caley Cannon
 PRESIDENT EMERITA
Arlene Vidor
 ADVISORY
Jaime Nichols

Sue Bell Yank

Director

I have been a Glendale resident for the past six years and have long been a patron of the incredible library system we have here, particularly the unique Brand Library & Art Center. As an arts writer, educator, and curator who studied Public Arts at USC and believes strongly in the important role the arts have in society, I have been looking for a way to become involved in the dynamic and growing arts landscape in Glendale. The opportunity to serve on the board of the Brand Associates was a fantastic way to engage my love of community outreach and arts. With my experience at several arts non-profits, like the Hammer Museum and 18th Street Arts Center, I have been excited to help with the Brand Associates' communication and community engagement strategies, especially through social media and networking



with other fantastic cultural groups. I am deeply committed to greater equity and access to the arts in our city, and I am energized to work with the Board to increase the diversity of our board and membership, and build new connections to groups in Glendale working on greater equity and racial justice. I was honored to also be appointed an Arts & Culture Commissioner for the City of Glendale in 2020, and in this role also look forward to building stronger bridges between the city and the Brand Associates.

Supporting the Cause

A FUNDRAISING UPDATE

Tammy O'Connor

VICE PRESIDENT

IN ALL HONESTY, I really don't like asking for money. What makes it even harder is that we're in the midst of a global pandemic, with Southern California facing some of the highest rates of unemployment in the nation. Many arts-related non-profits are truly struggling. With performance venues and museums closed for months, programming has come to a standstill, which translates into artists getting hit hard.

And yet, I ask.

When the Brand Associates board learned that the Library would remain closed for an unknown length of time, we took a hard pivot into the virtual universe. We engaged with new plat-

forms, learned things we knew absolutely nothing about, and connected with members (and beyond) to the best of our ability. Now that we're eight months into this, we're getting excited to get through to the other side. Although the City doesn't have a clear path forward (does anyone?) we're looking forward to seeing you again – and we mean really seeing you!

We're also taking the time to ask some hard questions, such as whom, as an organization, do we want to be when we emerge? Where are we going? And how will we get there? As you know, the Board recently took a pledge of diversity and inclusion. We're using this time to

focus on new ways that programming and opportunities can connect us to new communities; communities of color, communities that span beyond our city borders, communities that are diverse in equity, race and identity. We're looking at how these opportunities will act as bridges to bring us together in one conversation under the umbrella of the arts. Your continued support will allow us to seed these opportunities while we stabilize and grow in new and exciting directions.

Clearly, the pandemic has given us time to reflect upon our values. We know you value the Brand, the most cherished gem in the city. Please, continue – or expand – your support. Together, we'll raise a glass next year and collectively treasure the real value of community.

PS: It's a great time to donate, as you can take a deduction for contributions in 2020, even if you don't itemize on your tax return! (Note: the deduction is temporary, for tax year 2020 only under the CARES act.)

PLEASE JOIN US!

THANK YOU for supporting the Brand Associates mission to bring free cultural programming to the Brand Library with your generous donation. Though the pandemic has prevented us from hosting events at the Brand in 2020, we look forward to re-engaging with members of Brand Associates, and others, soon, and will need your support to continue and enhance what we're able to bring to the community.

For your convenience we have included a donor form on the last page of this newsletter. If you'd prefer to use your credit card, visit our web site: associatesofbrand.org

WE NEED VOLUNTEERS!

IF YOU'RE INTERESTED, please email us at membership@associatesofbrand.org

Brand Associates Members

GRANTS/DONATIONS

California Library Association
Community Foundation
of the Verdugos
Estate of Robert Brown
Sam Francis Foundation
Pagosyan Care Foundation

PATRONS: \$ 1,000+

Joseph A. Bartush
Greg Grammer & Simon Wright
G. Scott Halloran & Peter J. Rusch
Mary Jamora
Javad Kheradmandian
May Kwan & Jack Chicca
Debra Thompson & Lawrence Riff
Bonese Collins Turner
Jane & David Viar
Arlene Vidor

CONTRIBUTORS: \$500-\$999

Anonymous
Ruth Bricker
Janice & Brian Reilly

SUPPORTERS: \$100-\$499

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Atanians Art Studio
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Susanna Baird
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Louise Peebles
Janet Peterson
Peter Phan
Louise Phelan
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Linda & Carl Stude
Kathryn Swink
Valerie Taylor
Caroline & Greg Tufenkian
Patricia Turner
Lucy Wang & Tom Halpern
Rondi Werner
Elaine Wilkerson
Gloria Williams & Jerome Sander
Joemy Wilson & Jon Harvey

FRIENDS: \$25-\$99

Mark Abajian
Astriik Abrahamian
Linda Johnstone Allen
Gretchen Anderson
Laurel Lee Anderson
& Kris M. Hogan
Frederic Anthony
& Matthew Hetznecker
Nancy Armitage
Harry Atighi
Debra Azhby
S. A. Bachman
Cherie Baker
Charlotte Bauer
Marie Shakeh Bezjian
Cathy Billings
Dr. & Mrs. Stanley Block
Stella & Stuart Blond
Sharla & Mark Bohman
Armida Bolton
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Lauree Bradley & Steve Marshall
Jane Brown & Gary Hart
Joanne Burger & Paul Jacobson
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Caley Cannon
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Vincent Cicone
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Arpine Gulgulyan
Jane & Duan Hagen
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Joanne Hedge
Kathy Heller
Angela Hernandez
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Richard Hutman
Simonette Jackson
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Marta Jaremko
Ratna Jones
Wendy Juleff
Janet & Chris Jung
Elise Kalfayan
Joelle Karotkin & Clan Morales
Jackie Karvas
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Melineh Martin
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Patricia McNamara Digennaro
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Marc Melocchi
Anahid Minatsaghian
Rodica Mondocea
Haeyong Moon
Kathy Musial
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Marie Noorani
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Jeanne Marie Panettieri
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Lois Ramirez
Mary Ramos
Jackie Raskin
Rebecca Rees
Leni Richardson
Steve Roberts
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Adryan Russ
Laura Sarley
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Judith & John Selleck
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Mary Margaret Swift
Kathleen Takakuwa
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Valerie Taylor
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Graeme Whifler
Brenda Whitehill
Barbara Wilks
Nikki Winslow
Katherine Yamada
Sue Bell Yank
Patty Yoho
Melinda Yousefian
Roswitha Zundler

HONORARY LIFETIME MEMBERS

PAST PRESIDENTS

1969-70 Jeanette Hunter Newton
1970-71 Elliott House
1971-73 Kathryn Hull
1973-75 Bill Wolfe
1975-77 Betty Crosby
1975-79 Duane Hagen
1979-80 Beverly Duncan
1980-82 Ursula Gleason
1982-84 Edie Debney
1984-86 Mary Lee Higgins
1986-89 Robert Seelos
1989-91 Howard Jacobson
1991-03 Marge Marston
1993-98 Cathy Morrison
1998-01 Robert W. Seelos
2001-04 Jane Friend
2004 Sally MacAller
2004-06 Bonese Collins Turner
2007 Steve Hedrick
2007-08 Ripsime Thoraashian
2008-10 Barbara Thorn-Otto
2011-20 Arlene Vidor

ELECTED HONORARY MEMBERS

Pat Zeider - Former Brand Library Supervisor
Laurel Patric - Former Director of Libraries
Jan Reilly - Robert Brown Collection Donor

PLEASE NOTE

This list is current as of December 14. We apologize if your name does not appear on this list; often new memberships and renewals are confirmed after the newsletter has gone to press. Be advised your name will appear in the next edition and also appears on our website. Thank you again for your support of the Brand Associates!



Please join us!

New Member **Renewing Member** **Former Member** **Gift Membership**

Name(s) _____

Business/Organization _____

Email _____

Street Address _____

City _____ State _____ Zip _____

Phone _____

Consider a 1-year membership to the Brand Associates at one of these levels:

LEVEL	ANNUAL	MEMBER BENEFITS
<input type="checkbox"/> Friend	\$25–99	Associates Newsletters Invitation to special events for members
<input type="checkbox"/> Supporter	\$100–499	Associates Newsletters Invitation to special events for members One ticket to special opening event for Annual Works on Paper show
<input type="checkbox"/> Contributor	\$500–999	Associates Newsletters Invitation to special events for members Tickets for two to special opening event for Annual Works on Paper show Works on Paper Exhibition catalog
<input type="checkbox"/> Patron	\$1,000+	Associates Newsletters Invitation to special events for members Tickets for two to special opening event for Annual Works on Paper show Works on Paper Exhibition catalog Your name on the Brand Associates permanent Supporter Wall

We need volunteers! If you're interested, check this box and we will contact you.

Make your check payable to
Brand Associates and send
with completed form to:
Brand Associates c/o Brand Library
1601 West Mountain
Glendale, CA 91201

To pay online by credit/debit card
or PayPal visit:
associatesofbrand.org

Brand Associates is a 501(c)(3)
non-profit organization.
Your membership is tax deductible.
Tax ID # 23-7027224