



# ST. GEORGE'S SOCIETY OF NEW YORK

## E-NEWSLETTER

October 2007

### SEMI-ANNUAL MEETING AND DINNER MONDAY 22 OCTOBER 2007



This year the Society's 237th Semi-Annual General Meeting will be held on Monday 22 October 2007. Members and their guests are invited to attend the event at the esteemed and popular Racquet & Tennis Club on Park Avenue. The meeting will commence at 6:00pm with the election a Nominating Committee to report at next

year's Annual General Meeting. Following this will be the cocktail reception at 6:15pm, preceding dinner which will be served at 7:00pm. Sir John Sawers, KCMG (photo), UK Permanent Representative to the United Nations in New York, will be the evening's speaker. Sir John was previously Political Director at the Foreign and Commonwealth Office, a post he held since August 2003. In that capacity he advised Britain's Foreign Secretary on political and security issues worldwide, and negotiated on behalf of the Foreign Secretary with international partners in the G8, EU and the UN. He was particularly closely involved in policy on Iran, Iraq, Afghanistan and the Balkans. Prior to this job he served two years in the Middle East, as Ambassador to Cairo (2001-03), and for three months he was the British Government's Special Representative in Baghdad. From January 1999 to mid-2001, he was Foreign Affairs Adviser to Prime Minister Tony Blair, dealing with all aspects of Foreign and Defense Policy and working closely with international counterparts. In addition to remarks from Sir John, there will be an award ceremony honoring Development Campaign donors. The Development Campaign Committee acquired classic silver Asprey alms dishes and picture frames as a mark of appreciation for outstanding Campaign supporters. Executive Director John Shannon will preview a short visual program describing the Society. Reception and dinner is \$125 for members/\$150 for non-members. Inquiries to [rebecca.kubu@stgeorgessociety.org](mailto:rebecca.kubu@stgeorgessociety.org) or call 212.682.6110.

### PAUL SHARPE BECOMES SOCIETY'S NEW DEVELOPMENT OFFICER



Paul Sharpe (photo) has joined the Society's staff part-time as Development Officer. His mandate is to define and implement a development strategy encompassing corporate sponsorship, foundation grants and planned giving. The goal is to generate additional income in order to reduce the drawdown on the endowment as well as reliance

on the English Ball from year to year. This effort is separate from the Development Campaign currently

### THE BENEFICIARIES LUNCHEON: A NEW INITIATIVE



Acting on the suggestion of Society Treasurer Steve Storen, Carol Chetrick, Manton Social Worker, began to investigate and ultimately surveyed the St. George's beneficiaries to know whether they would like to receive theatre or movie tickets, or attend a

luncheon co-sponsored with another group. The responses indicated that a significant number were interested in both theatre and lunch. Because the luncheon was most doable and socialization is an important goal for some of our elders, St. George's Society teamed up with the Tinker Association for Women, another private charity in New York with which the Society has worked in the past. With Isabel Spencer, the organization's Director, Carol began to plan the event, which occurred on 13 September. Isabel (in photo left with Carol) secured the Parish Hall of the Church of the Ascension at 12 West 11th Street, and the speaker from the Central Park Conservancy to tell about the renewal of the Park. Carol arranged the catering and designed a menu of assorted sandwiches, cheeses, fruit and cookies. The cost was split equally between Tinker and the Society. Almost 40 people attended including 16 beneficiaries plus John Shannon and Carol Chetrick. All enjoyed the interesting illustrated talk with soothing slides of greenery, and many had informed questions for our speaker, Sarah Cedar Miller. The feedback has been positive and we plan to organize annual events with the Tinker Association. It is also significant to note that some St. George's beneficiaries also participate in Tinker activities and receive stipends from both. One participant, a Guyanan born woman, aged 74, who lives in Brooklyn truly enjoyed the day with her home attendant and composed a poem which she sent after the event:

*"When nature drops her curtain down and pins it with a star,  
Remember that you have a friend, though you may wander far.  
Peace"*

### THE ST. GEORGE'S SOCIETY REBRANDS



With the publication of the 2007 yearbook, St. George's Society launched its new brand, created by member David O'Donnell, who also designed the yearbook. When President Peter Felix appointed a new Marketing Committee, Bob Titley, the chairman, assembled samples of all the Society's printed material to analyze

the consistency and the message. It was clear that several "looks" had been devised over the years and all were being

underway. Until now there has not been institutionalized development program at St. George's Society and the Society is now laying the foundation for a long-term program of soliciting sponsorship, grants and bequests. Paul brings valuable professional experience to the Society. From 1999 to 2007, Paul was the principal of Paul Sharpe Contemporary Art in New York, performing all aspects of an arts-related business, including curating, exhibit design, public relations and office functions such as invoicing and record-keeping, development of business plans and attracting capital. Prior to that, Paul was Associate Director of Development at the Whitney Museum of American Art; Chief Development Officer of the United Nations International School in New York; Major Gift Manager for the Baltimore Symphony Orchestra; and Manager of Development for the John F. Kennedy Center for the Performing Arts in Washington, DC. Paul is a graduate of Dickinson College where he earned a BA in Political Science and Economics. He is a dual citizen of the United States and the United Kingdom.

### SEPTEMBER ARTS INITIATIVE: JIM DALE & "BUSKER ALLEY"



Monday 24 September 2007 witnessed the welcome return of the popular St. George's Society Arts Initiative. The Summer absence must have made the heart grow fonder as over 100 attendees came to observe and learn from the

evening's program. The Sculpture Room at The National Arts Club once again provided the artistic setting for the event, but the real draw was undoubtedly the stellar assemblage of Broadway greats including Jim Dale, Tony Walton and Robert B. Sherman. The Arts Initiative continued its "Anatomy of a Musical" theme with Part II of its case study on how to produce a new Broadway musical. Following on from Part I's successful program featuring *A Tale of Two Cities* in June, Part II treated the audience to readings and songs performed by Jim Dale and Jenny Fellner (*Mama Mia*) from the new production of *Busker Alley*. Designed and directed by the acclaimed Tony Walton, the musical is based on the book by AJ Carothers with music and lyrics by Richard M. Sherman and Robert B. Sherman. The Oscar-winning Sherman brothers, composers of *Mary Poppins* and *Chitty Chitty Bang Bang*, have written more movie musical scores than any other team in history. The delightful performances were followed by an informative discussion during which audience members interacted with panelists Tony Walton, Margot Astrachan and Bob Blume. To top off the evening, attendees were treated to a single malt Scotch tasting, courtesy of Mel Gresh of Lubov Galleries – [www.lubovgalleries.com](http://www.lubovgalleries.com). The next Arts Initiative will take place on 19 November and feature *Angels*, a new Broadway musical from Australia; and the Irish Repertory's reading of *The Devil's Disciple* by George Bernard Shaw.

used simultaneously, thus diluting the brand. The decision was taken to create a new look and apply it rigorously to everything: annual report, website, stationery, brochures, application forms, and business cards. David O'Donnell was drafted (again) to come up with a design. His mandate was to express the unique features of St. George's Society, which center on England. The flag of England and St. George is a red cross on a white background. That suggested to David a red band (one arm of a cross) with the name in white letters. The font is Gill Sans, named after the noted British typeface designer Eric Gill (1882-1940), who was associated with the arts and crafts movement. Gill studied his craft under Edward Johnston, who designed the famous London Underground typeface. Gill Sans (created 1927-1930) is his most famous and lasting legacy to typography. The red band incorporates the Society's shield, devised by the College of Arms in 2000. These elements taken together proclaim St. George's Society of New York and England in a classic yet contemporary style.

### NEW MEMBERS & FALL KICK-OFF AT TAVERN ON THE GREEN



The Society kicked-off the Fall Season with a member's favorite – The Fall Reception at Tavern on the Green in Central Park on the warm evening of Monday 10 September. Over 100 party goers (including Kenneth Charbonneau, Heather Canning, and

Paul Cardile in photo) enjoyed the famous Tavern's open and lively atmosphere with an array of hot and cold hors d'oeuvres plus open bars both inside the conservatory and outdoors. A novel aspect to this year's assembly was the "pre-party" invitation extended to all new members. In an effort to seamlessly blend old and new faces, recently elected members of the St. George's family were encouraged to arrive early and meet with officers, board members and committee chairmen. The pre-party was well attended and offered everyone an opportunity to mingle and learn more about the Society and each other. A record 76 new membership applications were approved at the September board meeting, and 110 have joined in total since the start of the year. The burgeoning growth of new members is highly gratifying to all segments of the Society and we look forward to welcoming many more over the coming months and years as part of our new Marketing initiatives. Final renewal notices were included along with the Annual Report and those who do not pay their 2007 dues by 22 October will no longer be qualified as full members and be transitioned to the Friends distribution list to receive only the English Ball invitation. The Marketing, Membership, and Development Committees are going to great lengths to design and instigate new ways to add value to membership with benefits, discounts, and events. All ideas and feedback are welcome so please contact our Membership Director, Val Bickel, with any and all suggestions or requests.

216 EAST 45th STREET • SUITE 901 • NEW YORK, NY 10017-3304 • T 212.682.6110 • F 212.682.3465

E [Info@stgeorgessociety.org](mailto:Info@stgeorgessociety.org) • W [www.stgeorgessociety.org](http://www.stgeorgessociety.org)

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