

2012 Calendar

- Feb 11 Saloon Night
at the Palmetto
- Feb 14 "Egg Tempera
Painting"
- Feb 20 Mexican Trains
& Dominos
- Mar 13 Helene B. Roberson
Visible Storage Bldg
- Apr 10 "Part III of Trilogy on
Abigail Adams"
- Apr 14 "Cruise Into Spring"
- Apr 20 Golf Tournament
Benefit
- May 8 Yearly Luncheon Mtg:
"Mystery & Mayhem at MOAS"
- May 10 Beach Garden Party
- Dec 31 New Year's Eve
"Golden Anniversary"
Masquerade Ball
@ MOAS

Guild Meetings

2nd Tuesday of the month
Social at 10am
Program at 10:30am

**February 10 Program
at 10am
&
"Thank You" Brunch at 11**

GUESTS WANTED FOR:

SALOON NIGHT

SATURDAY, FEBRUARY 11, 2012

Hey y'all, come join the Guild of the MOAS for Saloon Night on Saturday, February 11, 2012 at the Palmetto Club from 4:00 PM 'til 9:00 PM. We'll be having fixins', western style, along with music for a hoedown, black jack and poker tables, and peanuts. Wear your cowboy hat and jeans, if you have a hankerin'. Cost will be \$35 per person.

If interested, contact:
George Fortuna
443-831-5597
george-fortuna@cfl.rr.com

THE GUILD
OF THE
MOAS
MUSEUM OF ARTS & SCIENCES





President's Corner

from Kay Brawley

Sometimes in the Winds of Change, We Find Our True Direction

My warmest New Year greetings to you all!

On the behalf of the Board and Committees of the Guild of the Museum of Arts & Sciences, let me wish you the best for a productive, peaceful and prosperous 2012. Our 50th year will be all about acknowledging, embracing and celebrating our success over the years. Our promise to you is to do what we can to demonstrate the value of the Guild through its educational programs and benefits to support the Museum.

We hope to be more than just an organization to which you pay dues annually. Through the years, I have heard members say they belong to the Guild because it is their home...also echoed by Board members at its December meeting. Many of you who attend the monthly meetings have stated you do so because it is time to reconnect with old friends and often to meet new ones as well. It is this sense of camaraderie with the goal of supporting the Museum that you can find others who share similar experiences that make the Guild unique to community organizations. We look forward to what we will continue to do throughout the year on your behalf by offering the scheduled monthly educational meetings and benefits...all geared to celebrating the Guild's Golden 50th Anniversary.

As always, I hope you will contact me with any comments, questions or suggestions you might have; this includes your ideas to make the 50th as special as possible. Please contact me via email at kbrawley@mindspring.com, or by phone 386.322.4512. Thanks and be well.



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Editor: Sandy Gorman, 407-252-5681, sandygorman@earthlink.net
Guild and the Museum are not responsible for the content of articles. Statements are solely those of the authors.



THE PERFECT VALENTINE FOR THE GOLFER

If you're looking for a special gift for your golfer for Valentine's Day, an entry into the Children's Museum Classic may be just the ticket. This year's tournament will be held on April 20th at the Plantation Bay Golf & Country Club--recently voted the best private course in the area. An entry fee of \$125 gets you the golf, a buffet dinner, shirt, hat, on-course sandwiches, snacks and free drinks. Last year, 94% of the people who played said they'd be back this year. People who played as singles are now talking about bringing foursomes. Sign up early--space will be limited. Brochures with entry forms are available at the Museum front desk or call Mike Armstrong at 386.693.4563



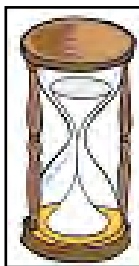
Corresponding Secretary



Please let me know if you are aware of any guild members who are in need of our support. I'll be glad to send them a card on behalf of the entire guild.

Thanking you,
Donna Jordan
Please Include
phone # and email

Volunteer Hours



Document Volunteer Hours

This is your reminder that I need your MOAS Guild volunteer hours. You can claim 1 hour for attending regular meetings, going on field trips, and for attending a special Guild/MOAS function, e.g. Artful Interlude, etc.

You can charge actual time spent (excepting travel time) for performing actual Guild tasks, i.e. participating in committee meetings, taking reservations, decorating a tree, baking, etc. Remember, the Museum receives benefits based on the number of volunteer hours reported. If you have any questions, you can email or call me. Thank you for your prompt response.

Eleonor Tarach / Volunteer Coordinator
386 304-7305 elendon@yahoo.com

NEW MEMBERS--ADD TO YOUR LIST

Ruthann Auditori
1265 Sunningdale Ln, Ormond Beach, FL 32174
410.440.9127 audinan@msn.com

John Bright (Kathleen)
1061 Red Maple Ct, New Smyrna Beach, FL 32168
386.428.8340 Brightspot@bellsouth.net

Bonnie Powell
1804 Wiley Post Trail, Port Orange, FL 32128
386.256.4271 goditto@gmail.com

The Musings for 2012 will reflect the 50 years of history of the Guild. Here is where we started:

The "60s" Beginnings of the Guild
by Jackie Harrison, First Guild President 1962-1964



Fifty years ago a small group of dedicated women had a vision for a museum of arts and sciences in Daytona Beach, Florida. They formed a guild. Through the guild members' untiring efforts, this dream materialized far beyond their original expectations.

Mrs. Jack Mullin (Bobbie), in her soft but persuasive voice, impelled me to visit the Children's Museum in the austere former Army barrack on White Street.

The papier-mâché cave, meticulously hand-painted with prehistoric figures and animals, caught my attention immediately. When I learned that Mrs. Dan Warren (Mary), an artist, had devoted endless hours building this cave and I witnessed the enjoyment of the many children who visited the museum, I was convinced of the need for a real museum, not only for children but also for adults.

Bobbie Mullin, Mary Warren and I arranged coffees at various homes to enlist women who would support the effort to build a new museum, which would be called the Museum of Arts and Sciences. Many were interested but there was no

real commitment until I held a coffee at my home where I urged attendees to sign a poster pledging their commitment to the proposed guild.

The Museum of Arts and Sciences Guild became official in 1962. The Guild's duties were to raise funds, assist the future museum as guides, make displays and perform other activities as deemed necessary. The officers were:

Mrs. W. H. Harrison	President		
Mrs. Max Cleland	Vice-President	Mrs. Robert Smith	Corresponding Secretary
Mrs. Charles Brock	Secretary	Mrs. H. D. Minnis	Recording Secretary

Most thought at the time that the early museum Board of Directors, though supportive of the idea of a museum, existed in name only. This impelled the need for an active guild to realize that idea.

Alys Clancy, then of the News Journal, persuaded city planners to donate a piece of land in Tuscawilla Park for the museum. That did not include funds for the building. Accordingly, the newly-formed guild set into motion a fund-raising plan, contacting a number of prominent people in town to support the construction of the museum. These early donors included Chapman Root, Dr. Herbert Kerman, Dr. Joseph Snyder, Cliff Gosney, Bill Brookfield and Walter Snell.

After enough money was collected, an architect was hired to draft plans for the building, which was realized a few years later. Among the prominent early exhibits was the art collection of Cuban exile president Fulgencio Batista, who came to establish residence here on Halifax Avenue where the current Greek Orthodox Church now stands. David Sigerson, then a prominent lawyer in town, convinced Batista to donate his Cuban art collection to the museum.

The next project of the guild was to hold an art festival. Winter Park was reputed to be the only city in Florida to hold such a festival, so Mary Warren, Bobbie Mullin and I went there to learn more about how the city conducted this event.

Armed with this information, we proceeded to draft plans to hold the first downtown sidewalk art festival. Amid skepticism from the downtown merchants, who did not exactly fall in love with our idea, the guild bravely proceeded to hold the first MOAS art festival on March 30-31 in 1963.

It was a roaring success, with a Parisian theme where the artists, with no tents, displayed their works on easels in Parisian style. Steve McLachlin, the art director of The News Journal, won the top prize of \$275. Apart from the local paper, the Jacksonville Times-Union covered the event as well. *(In a News Journal article dated November 1, 1992, the first MOAS sidewalk art festival was recognized as the second oldest sidewalk art show in Florida.)*



I was still the president of the guild and a member of the Board of Directors when we held the second MOAS sidewalk art festival. This time the Downtown Business Association members, under the presidency of Greer Pruitt, were co-sponsors and agreed to allow the artists inside their stores in case of rain. Constance Berardi, though very reluctant, agreed, with our promise of much assistance, to be the chairman of the event, scheduled for April 17-18 1964. The theme was, "It's Smart To Buy Art".

Artists were allowed a maximum of a 14-foot space and were charged two dollars. The winner of the Best-In- Show received \$250 and the second-place winner received \$100. A site was selected where coffee and doughnuts were offered. There was also live entertainment.

Apart from the art festivals, the guild also held a highly successful fashion show in August of 1963 called "A Fashion Fantasy... School Daze," courtesy of Bob and Bett Shop and Casually Yours which furnished the clothes for the students and teachers. I wrote the script, organized the event and moderated the program, with piano music by Jeanne Blais. Dancers were provided by the Catherine Graves School of Dancing. Notable among those who made this show successful were Mrs. P.T. Fleuchaus, Mrs. William Brookfield, Jr., Mrs. Charles Small, Mrs. G.P. Ballough, Mrs. Frank Berardi, Mrs. Henry Elliott and Mrs. Dale Woodward.

Fifty years is a long time, and it becomes impossible at times to recall the names of those who have contributed so much to the foundation of what is now a thriving and highly successful Museum of Arts and Sciences, rightly recognized as one of the best in the state, Yes, it took a lot of hard work. But the labors of those pioneers in time, effort, planning and money were worth it. The shining jewel that is the MOAS today is a legacy we all need to cherish.



After Jackie's three years, the next past President to contribute her story is Jo Favis, 1965-66:

BEGINNINGS

Early in the 1960's, a group of people gathered together to start developing a new museum in Daytona Beach. Mary Warren was the guiding light who avidly, unfalteringly, and insistently worked on its beginnings. She called me and a number of others nightly, encouraging and inspiring us to team together and get it done. The meetings started and Dr. Herbert Kerman was elected to be President of the Museum Board and Jackie Harrison was appointed to be President of the Museum Guild. Mary Warren, Olga Gomon, Bobbie Mullen and I were to serve on the first Board of Directors along with Dr. Bud Fleuchaus, David Sigerson, Esq., Bill Brookfield and Dr. Joe Snyder.

A few years later, I was asked to be president of the Guild when the lady who was supposed to serve was unable to do so. What fun it turned out to be! The Guild started the first Art Festival at the park in Daytona Beach on Beach Street. We decided to wear special pretty uniforms, and as the artists set up their places to exhibit the art, Guild members would welcome them, and escort the artists down to their exhibits. We also set up a big tent where we sold drinks and snacks. We were pleasantly surprised to see how well we did financially.

That year the Guild also decided to enter a float in the Daytona Beach Christmas Parade. Three members, our children, and anyone who could help, came to my former home on Oleander Avenue, and worked in the garage where we created a very large egg-shaped contraption made up of chicken wire stuffed with large white paper napkins. It was tedious and tiring, but when we saw the result; a big white fluffy bird with a fluffy white sea horse on top, we were thrilled. Someone took photographs as it paraded slowly down the street with "Museum of Arts and Sciences" emblazoned in black letters on the side. The Guild also had a luncheon in my new home on Riverside Drive in 1967. It was a successful event made most notable by the fact that Marge Sigerson single-handedly made a delicious lunch for 100 people.

Daytona Beach had allowed the Museum to temporarily put a Quonset hut near where the Goddard Center of Daytona State College is now located. This was the Museum's first location. The hut's interior was so dingy, dirty and discolored, so we had to clean it up and repaint it white before any of the art paintings could be hung. I recall that Alys Clancy, who was the garden editor of the newspaper, took some of the Guild members through Tusawilla Park before anything had been built, and pointed out the little fresh water creek where watercress grew. She pulled up a bunch and popped it in her mouth! She said watercress only grew in fresh, clean water so it was safe to eat.

I felt happy and proud to be part of the Guild. Jackie Harrison was a great inaugural president who set a good example for all the presidents to follow. When I see the beautiful, thriving Museum we have today, I am truly grateful and honored to have been there at the beginning.

Jo can be contacted at 386.677.7097



Guild Past Presidents meet with President Kay to Kick-Off the 50th Golden Anniversary celebration. Board member Donna Jordan is working with the Past Presidents for a collaborative project "A Step Back in Time". You can expect to hear more about it throughout 2012!

L-R: Fran Massey, Janet Jacobs, JoAnne Eaton Morriss, Gloria Keay, Ruth BonFleur Kay Brawley, Jackie Harrison, Sherrie Hustedt, Lydia Simko

Marjorie L. Parke Sigerson
1923 – 2011

Marge Sigerson was an active member of MOAS and the Guild since its inception in 1963 when the museum was located on White Street in a former WAC Quonset hut. She served as the Guild's President 1978-79, and has worked on the Halifax Art Festival since 1963, when she helped organize the event.

Marge was the recipient of the "Volunteer of the Year" Award by the Florida Association of Museums in 2006 for over four decades of service as MOAS librarian. "It was such a wonderful thing for her," said Wayne Atherholt, former MOAS Executive Director. "She is absolutely lovely, she's the heart and soul of this museum."

Marge and her husband, Dave came from New York in 1962 and joined the museum after participating in the excavation of an Indian burial mound in early 1963. Over the years Marge held other Guild offices, chaired many Guild committees and was also active in the Garden Clubs, Hospital Auxiliary, and many other organizations, and was listed in "Who's Who of American Women."



The memorial service will be held in April, date to be announced. *(Contributed by Donna Jordan)*

SALOON NIGHT
TIME TO BOOGIE WOOGIE

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from 2nd V P of Guild Donna Marietta...
Program for Valentine's, Feb 14...

It's time to say Thank You from the Heart
On February 14, the Board of the Guild will be providing a brunch at 11 am rather than a Social at 10 am.

The program will begin at 10 am with Daniel Ambrose as our guest, and he will speak and demonstrate to us his use of "Egg Tempera".

Mr. Ambrose is a southeast American landscape artist known for his exquisite treatment of light. Over the past 25 years, he has been painting professionally and focusing on coastal marsh and mountain landscape subjects.

See all of you on Valentine's Day! Donna

*Thank You Donna & Members
For the Purchases of Reflections II*

*The January Program
on Reflections II with Gary Libby,
and sales of the Reflections II
publication, grossed over \$900 in
revenue for MOAS. Way to go!*

"Nifty 50" Club

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Contact Chair Donna Mauricio, email: flgranma@hotmail.com; phone: 386.492.2622.

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