



PHOENIX

MSAAA NEWSLETTER

**THE PHOENIX QUARTERLY
WINS A GOLD AWARD**

**ALUMNI SPOTLIGHT
BETH BOWEN**

**FLASH FUNDRAISERS
MAKE OVER \$800
IN 33 DAYS**

**PREPARING FOR
OLE BROOK FEST '17**

President's Note

MSAAA is excited to welcome two new officers on board this year, and look forward to having Shelby Hamilton serving as Visual Representative and Jessica Sprenkle serving as Secretary. Both have been involved with MSAAA previously through volunteering, and we are grateful for their commitment this year.

I recently had the wonderful opportunity of visiting MSA's sister school, the Mississippi School of the Math and Science in Columbus, Mississippi. While touring the facility, I tried to learn as much as possible about how their alumni association operates in comparison to ours.

MSMS shares a campus with the Mississippi University for Women, and they are able to employ a full time alumni coordinator. Our own association consists entirely of volunteers. Being an older school (founded in 1987), they have a much larger and older alumni body than we do, consisting of over 3000 former students. Of their alumni body, roughly 1200 active participate in the alumni association. Of MSA's roughly 1000 alumni, less than 5% are members of the alumni association.

Like MSA, MSMS is facing deep budget cuts this year, and needs the help of their alumni base more than ever. As our summer camp interns left camp this year, I implored them to join our association. One alumni responded, "Why should I join?" What a great question. The answer is, "Why not?" The dues are only \$10 a year, and 100% goes straight back to MSA. Imagine if just 50% of our alumni joined the association and how much our state could benefit. For the price of less than two Unicorn Frappuccinos, our alumni can keep countless students enrolled at MSA and on track to graduate from one of the highest performing schools in the state. It starts with joining MSAAA.

Over the past two years, our association has worked together to make joining and donating easier and more affordable than ever. All donations are now tax deductible, alumni can join online, and we've teamed up with MSA's foundation to ensure that funds can never be misappropriated.

I often hear from alumni how this school has changed their life for the better and provided immense opportunities to them. MSA continues to do this year after year, and as our alumni body grows, so does our responsibility to give back. If you haven't joined the association already, I sincerely hope you will visit the school website (msabrookhaven.org) and [join today](#).

Sincerely,
Brianna Moore-Christa, MSAAA President



Do you want to be a contributor? Please send your submission to msartsalumni@gmail.com for approval.



11TH EDITION

COMMITTEE MEMBERS

Brianna Moore-Christa*
Editor

Lauren Butler*
Co-Editor/Producer/Art Director

Shelby Hamilton*
Graphic Designer

Cam Bonelli
Contributor

Representatives are shown with an asterisk ().*

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Find out More
About the 2016
Officer Elections &
get to Know
the Candidates

THE PHOENIX QUARTERLY WINS GOLD IN THE **HERMES CREATIVE AWARDS**

Recently, our MSA Alumni Association newsletter *The Phoenix Quarterly* has achieved a new accomplishment by winning a gold award in the prestigious international Hermes Creative Awards competition!

The opportunity to enter our sixth edition from April 2016 came from the suggestion of newly elected Visual Representative of MSAAA, Shelby Hamilton. "...this competition is great because the judging is very fair. Our piece won't be judged against major companies with big teams," Shelby said. In this competition judges looked over approximately 6,000 entries from the United States along with other countries for talent that exceeds a high standard of excellence and serves as a benchmark for the industry.

The overseer of this competition, the Association of Marketing and Communication Professionals (AMCP), is composed of thousands of international creative professionals, who value the philanthropic nature of marketing. In fact, AMCP's Advisory Board has distributed over \$200,000 in grants to support philanthropic endeavors. The AMCP's mission is to support other creative professionals who contribute their unique talents to public service and charitable organizations, making the Hermes Creative Awards competition perfect for our nonprofit organization. "I'm on the committee to look for contests for my company, and I knew this would be great for MSAAA," said Shelby.

MSA Alumni Association values the diverse range of industry professionals in our organization, and we continue to encourage alumni to find and create opportunities within our young association where they can contribute their skills and knowledge to help us grow.



ALUMNI SPOTLIGHT

BETH BOWEN



Beth Bowen (class of 2013) recently returned to MSA to teach Dance during the summer arts camp. Her strong work ethic and well-developed teaching philosophy helped make the program an immense success this year. On her website, she outlines her teaching philosophy:

“As a teacher of dance, I enter with the goal of seeing each one of my students grow not only as a dancer but also as a person. I work to foster the confidence of my students by providing a playful, yet rigorous environment for dancers to find their own personal freedom while giving them the tools they will need to develop carriers in whatever brings them joy. I spur them to be authentic with their movement and emotions—leading them to find their own voice creatively as a mover in the dance world. I strive to generate a sense of reverence within the dancers for any workspace they may encounter presently, but also in the future.”

Beth, who received her Bachelor of the Arts Degree in Modern Dance from Texas Christian University, has taken part in several different intensives with Ballet Magnificat!, Texas Ballet Theatre, Texas Dance Improvisation Festival, and Pilobolus, an acclaimed dance theater organization committed to creating collaboratively and finding beauty in unexpected places. When she’s not dancing,

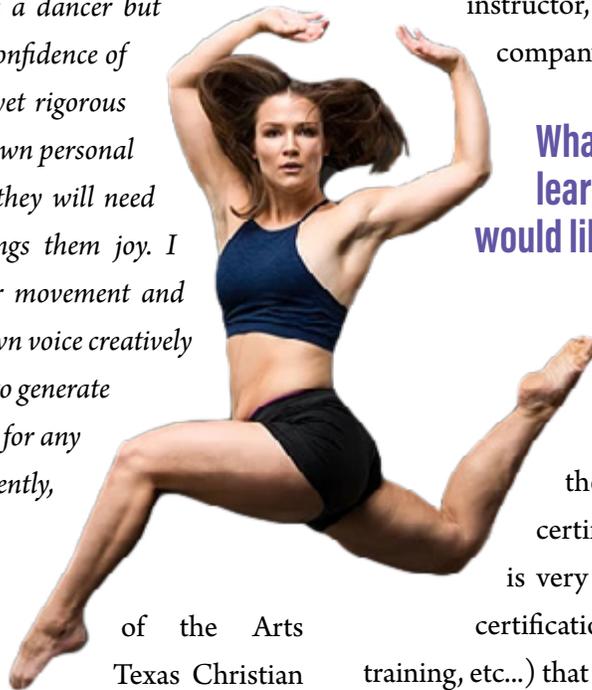
she uses her experience as a certified personal trainer and yoga instructor to make a difference in the lives of those seeking a healthy lifestyle change. We caught up with Beth after camp:

What are you up to these days?

Well, when I’m not in the dance studio, I’m usually working. I currently have three jobs—I work in retail, I am a private yoga instructor, and I am currently dancing with a dance company in Austin, TX.

What are a few life lessons you have learned since leaving MSA that you would like to share?

The most important life lesson I learned since leaving MSA is definitely learning how to capitalize on what makes you different from all of the other artists in the room. I learned quickly that having certifications in other skills (such as yoga) is very beneficial. I like to think of using these certifications as my “hobbies” (yoga, personal training, etc...) that pay for my “job” (dance). Though dancing with a company does pay well, it certainly isn’t enough to sustain oneself. You have to make sure you have other adaptable skills that could also benefit you. Yoga is beneficial for me because it keeps me physically, mentally and emotionally healthy—along with helping to pay the bills.



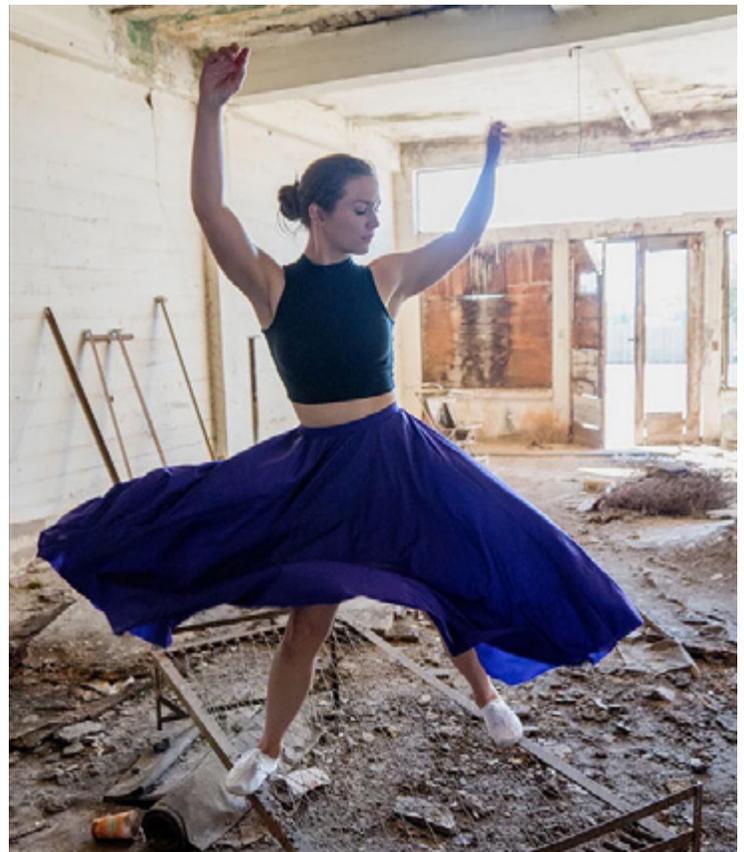
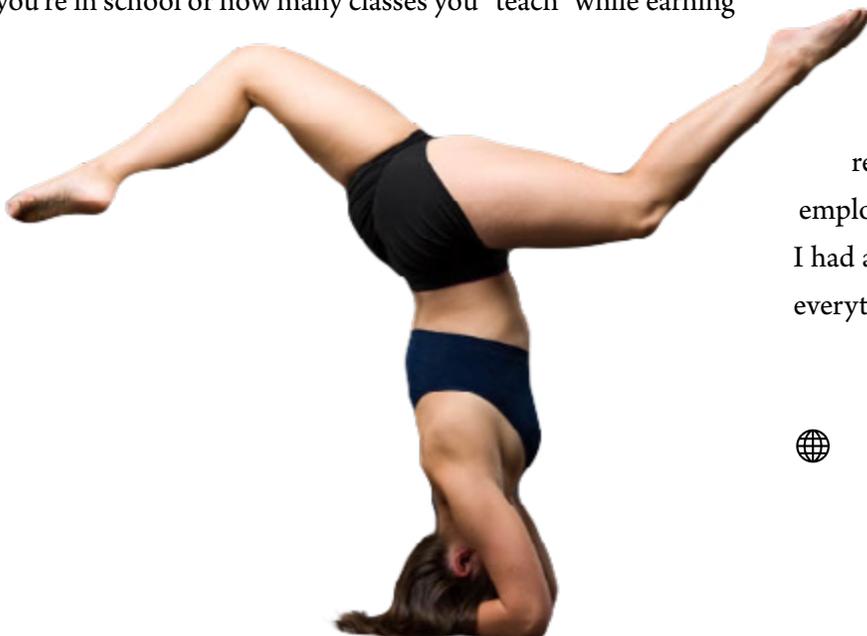
Do you have any advice for current MSA students or recent graduates?

Find out now if you're an artist or a person who simply enjoys making art. Because these two are miraculously different. A person who enjoys making art does so to feel some sort of freedom or release from their life, while an artist knows no other way of self-expression. People who make art "like" art, but they don't need it to live. An artist will completely immerse themselves in art—not just their work but the work of those that came before them, because they understand art holds just as much importance as the oxygen that they breathe. ALSO, Work ethic + willingness = success.

Challenge yourself to be the first one at your workstation of choice and the last one to leave it. You have to be willing to do things that others are not. You have to be willing to sacrifice; that means your comfort, your free time, your finances... everything. And always tell yourself that you will never stop getting better.

What was it like returning to MSA in a teaching position?

Coming back was bittersweet. MSA has changed so much since I've graduated (2013). It was a very humbling experience being able to come into the studio as an instructor instead of a student, but I learned just as much from the students as they did from me. Though I did feel prepared to teach—no matter how long you're in school or how many classes you "teach" while earning



your degree, nothing can prepare you for the sensations that you'll feel when you walk into a studio knowing that you'll be leading a class of any size! What a rush!

What inspires you and keeps you motivated?

My family is my biggest support system—my mom being my biggest fan. They keep me motivated and help me to stay on track with my life goals.

If you woke up and had 2,000 unread emails and could only answer 300 of them, how would you choose which ones to answer?

You answer emails by importance—always. If I had recently been in touch with a dance company or other employer about a job, I would read emails from them first if I had any. Bills and online payments would come second and everything else would follow suit.



<http://bethbowen3.wixsite.com/bethbowendance>

Photos by Josh Brewster Photography

MSAAA FLASH FUNDRAISERS

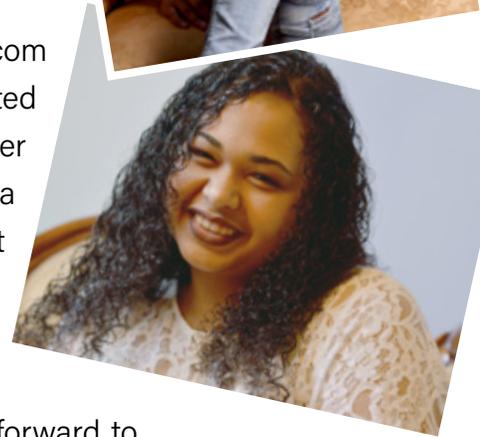
3 FUNDRAISERS IN 33 DAYS

Firstly, we would like to thank everyone who contributes and volunteers ideas and time to help reach our goal to fund our Rising Phoenix Scholarship. Recently, we managed to successfully produce three small flash fundraisers all within 33 days!

The first fundraiser opportunity was coordinated with the help of one of our sponsors, Fonseca Honey, who generously provided space for us to draw portraits at this year's Hogwild Festival in downtown Brookhaven where we raised a total of \$110.00.

It's always a win whenever we have the chance to meet and interact with MSA students. Thanks to alumni suggestions we were able create a fun way to engage with MSA seniors who were fabulous enough to get their career portraits taken and help our association raise money for our scholarship, which ultimately helps MSA students in need of financial assistance attend MSA. We also want to give special thanks to MSA alumna and amazing photojournalist Cam Bonelli for volunteering her time and skills to make that event happen under short notice. With some minor adjustments we hope to try this campaign again next year as well!

Our T-shirt campaign with Bonfire.com that recently ended was also suggested by alumni. Much like the Career Portrait campaign, this one was also a new venture for our association, but we were excited to try it out since it provided a specific online platform uniquely designed just for fundraising. This two week campaign raised \$26.19. Due to this platform's flexibility, we look forward to eventually running this campaign again with a different design from another talented MSA alumni. Stay tuned for future editions of *The Phoenix Quarterly* for more details.



The total amount raised from these three campaigns combined with the \$672.00 made from the reunion and silent auction brings us to a total of \$813.19 in only 33 days! Our hats go off to all the committed participants, and we look forward to hearing more of your suggestions and creative ideas for future fundraising campaigns.

SELL YOUR STUFF AT THE OLE BROOK FESTIVAL

This October 7th marks another year for one of our favorite fund raisers at the Ole Brook Festival! With the help of our friends at Camp Looking Glass we have enough volunteers for our booth. However, we are currently seeking anyone who would like to sell their merchandise at our official MSAAA booth. Your presence is welcome but not required. That's right, we'll sell your stuff for you. All we ask is that you donate \$15 to MSAAA and submit your inventory. We'd also like to thank Camp Looking Glass for helping volunteer at our booth!

Although all donations are appreciated, you get to keep the money from whatever you sell! The proceeds will help fund our Rising Phoenix Scholarship, which pays for tuition for an incoming junior at MSA. For more information, please contact Brianna Moore-Christa at msartsalumni@gmail.com. If you or someone you know would like to sell items please read and fill out the form on the next page.



AD SPACE AVAILABLE! FREE FOR YOUR FIRST EDITION

Do you have a product or service to sell? Are you an artist in need of promotion? When it comes to fund raising, MSAAA wants to help support our association by integrating with our members and our local communities in Mississippi through selling ads in our newsletter *The Phoenix Quarterly*. All proceeds go to our Rising Phoenix Scholarship that helps fund a special incoming MSA junior each year. We even have volunteer designers to create your ad. Ads will run for 12 months.

PRICING

Full Page ad: \$50/year per ad

Half Page ad: \$30/year per ad
(FREE for your first edition)

Quarter ad: \$15/year per ad

If you or someone you know is interested in buying an ad, please email msartsalumni@gmail.com

2016 OLE BROOK FESTIVAL INTAKE FORM

IMPORTANT All submissions must include a detailed inventory list. Please review our submission terms before submitting. If you have any questions, please email Brianna at briannamr37@gmail.com. Please save your completed form electronically and return it to Brianna or mail it to the address below along with your submissions:

Brianna Moore-Christa
1897 Zetus Road NW
Brookhaven MS 39601

SUBMISSION TERMS

All items received by the association must include a detailed inventory which lists each item separately UNLESS you are selling bulk items (for example, stickers or t-shirts). For example:

1. Watercolor painting of swan - \$50
2. Jar of Honey - \$15
3. MSAAA stickers – quantity 50 - \$3.00 each

If the inventory does not match the items received, the items will not be sold so please make sure the inventory is accurate. All items must be labeled with the price.

Pick-up for items is available in Mississippi. Please contact Brianna to schedule a pick-up. Unsold items will be returned at the association's earliest convenience, or can be picked up by the artist at any time in Brookhaven unless you request no return.

By submitting the form, you acknowledge that MSAAA is not responsible for lost or damaged items.

FORM:

Name: _____

Mailing Address: _____

Physical Address: _____

Phone Number: _____ Email Address: _____

Would you like to receive quarterly editions of the MSAAA newsletter *The Phoenix Quarterly* by email? _____ yes _____ no

Donation amount (\$15 minimum): _____

(If no items are sold, no donation will be made.)

Would you like us to return your unsold items? _____ yes _____ no

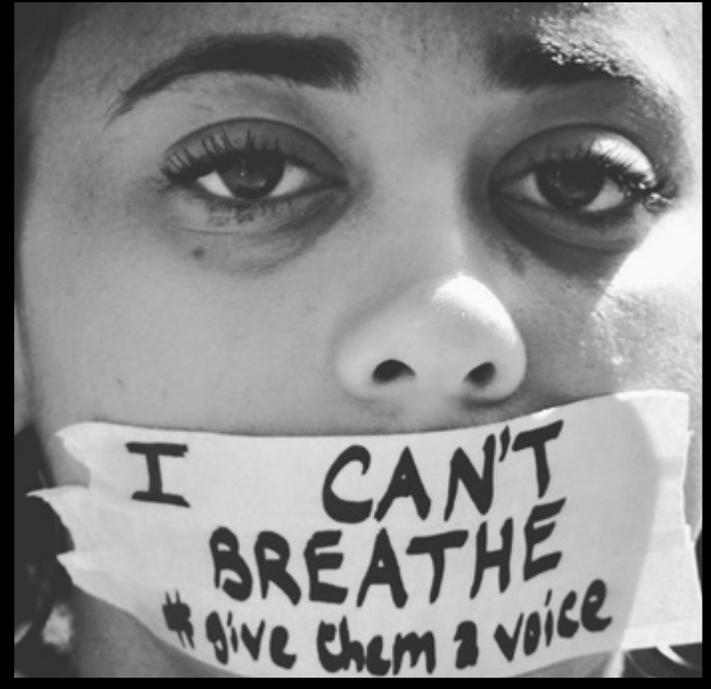


ALUMNI WORK

CAM BONELLI

Cam Bonelli is an award-winning multimedia journalist who specializes in photography and visual content creation. From sports to portraits and protests to parades, Cam displays a wide range of work. Cam attends The University of Southern Mississippi serving as executive editor of the student newspaper, *The Student Printz*, and has published work in *The Hattiesburg American*. Cam will graduate with a bachelor's degree in photojournalism in August 2017. Currently, Cam interns at the Jackson Free Press and WBLT News Channel 3 in Jackson, Mississippi.

Visit Cam's website cambonelli.com.



NETWORK WITH OTHER ALUMNI

JOIN MSAAA ON SOCIAL MEDIA



Thanks to alumni suggestions, we now have a professional networking group LinkedIn for MSA alumni specifically! The goal of this group is for members to share industry-related resources, knowledge, and job opportunities. Visit our page [here](#).

Don't forget to stay caught up on our Facebook group page where you can catch up with other MSA alumni, keep up with announcements, and find opportunities to volunteer or share your ideas with MSAAA. Visit our Facebook page [here](#).

SUPPORT MSA RENOVATIONS

BUY A COMMEMORATIVE BRICK

By purchasing an engraved brick you are given the means by which to become a lasting part of the Mississippi School of the Arts. Each newly engraved brick will be placed in the walkway of Lampton Auditorium at MSA. You will also be contributing to further improvements to the campus and facilities at MSA. Order forms are available at Mississippi School of the Arts or by clicking [here](#).

\$100
4"x8" Brick

\$250
8"x8" Brick

\$500
8"x8" Granite
Custom Paver



Without your input and contributions, the eleventh edition of our MSAAA newsletter would not have been possible. *The Phoenix Quarterly* is made by the alumni for the alumni. If you would like to contribute to future editions or have suggestions please reach out to our newsletter committee by emailing us at msartsalumni@gmail.com.

You can download previous editions of *The Phoenix Quarterly* [here](#).

Thanks for reading and be sure to share!



Brianna Moore-Christa
President

Jessica Sprenkle
Secretary

Lauren Butler
Vice President

Shelby Hamilton
Visual Representative