

## AZ Insider: Secret at Charity Luncheon?

Written by Written by Kathy Shayna Shocket

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"The AZ Insider" with Kathy Shayna Shocket: Get the inside scoop on Arizona's social scene and celebrity news.



### Kathy's revealing more than tall tales...

Since March is one of the busiest times of the Phoenix social season, there are often two or even three fundraising parties on the same night, especially during the weekend. Not unusual. Nor is it uncommon now that there are two charity lunches scheduled on the same March afternoon. And at times the charities are competing to sell tickets to some of the same supporters. However, this is reflective of both of the charities' popularity. So here's the gossip from the two recent major luncheons that fell on the same afternoon, with some of the same supporters- they both sold out!

Yes, both the luncheon for and at the Phoenix Art Museum and the luncheon to benefit Florence Crittenton were on the same March afternoon. And both had phenomenal turnouts. Both had high profile captivating speakers. And Holocaust survivor **Gerda Weissmann Klein**, our own Scottsdale resident, was presented with the Hope Award at the Florence Crittenton lunch, embracing the crowd of 900 with her always emotionally inspirational story.

The accomplished featured guests were part of what drew the sellout crowds to these luncheons. And the Florence Crittenton Luncheon had an added secret to success that resulted in a crowd of half female and half male guests in the audience. That's not so common during the week unless there's a fashion show that spotlights the children, etc.



*Peter Fine, Bill Walton and Rebecca Ailes-Fine at Florence Crittenton lunch*

Part of the answer lies in the photos above at the Florence Crittenton luncheon. The six foot eleven tall mystery man in both photos is basketball Hall of Famer **Bill Walton**. His story of hope after over 30 orthopedic surgeries from a spine injury and rehabilitation is gigantically motivational. As co-chair **Rebecca Ailes Fine** noted, "Our strategy the last three years for this luncheon has been trying to appeal to both men and women and getting the right sports figure that is interesting for the women as well seems to be working."



*Gerda Weissmann Klein with co-chairs Kathy Munson and Rebecca Ailes Fine at Florence Crittenton lunch*

"And both **Bill and Gerda Weissman Klein** had messages of hopes and dreams and getting a support team into place, which fits into the message to help those at Florence Crittenton," she said referring to the non-profit that provides support, services and housing for at-risk girls.

### Phoenix Art Museum VIP:



*Ellen Katz, Dennita Sewell and Pamela Fiori at the Phoenix Art Museum lunch*

**Pamela Fiori**, the former editor in chief of *Town & Country Magazine* and now editor at large, was the guest speaker at the Phoenix Art

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Museum. About 400 turned out for the at capacity elegant event.



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