

# THE BEACON HILL TIMES

T H E R E A R E N O T I M E S L I K E T H E S E T I M E S

## Party in the Park scheduled for May 13

by Suzanne Besser

Topped in feathered fascinators, playful pillboxes and chic cloches, more than 700 mostly lady park supporters will gather on May 13 at the 12th Annual Party in the Park. And as the stylish guests chat over champagne and lunch under a tent on the banks of Jamaica Pond, they'll be raising money to restore and preserve the many trees surrounding them and throughout the chain of nine parks that make up Boston's Emerald Necklace.

One of those ladies bedecked in a fashionable fascinator will be Mt Vernon Street resident Florrie Everett. Owner of Everett Design, a design and marketing firm, she specializes in brand development and its application in print and web. Her logos and graphic designs have been stamped on promotional materials of many

Boston cultural institutions, like the Vincent Club, Harvard University and JFK Library.

She freely admits she's always had a soft touch for helping small nonprofits get their feet off the ground, such as the Ellis Antiques Show and more recently the Beacon Hill Women's Forum. "I seem to have a knack for understanding what the organization represents and how to put an identity that reflects the uniqueness of it," she said. "It's all about problem solving."

And that skill has brought her much satisfaction, not the least of which has been throwing her heart and soul into the Party in the Park from its very beginning. The midday soiree is sponsored by the Emerald Necklace Conservancy, founded in 1998 by former Parks Commissioner Justine Liff to maintain, restore and protect the Emerald Necklace parks designed by Frederick Law Olmsted. To

date, the luncheon has generated more than \$5 million for special restoration projects in the park system.

Twelve years ago Everett received a call from Wendy Shattuck, the founder of Party in the Park, asking her to design the logo and invitation for the first Party, a fundraiser for the Liff Fund that supports the Conservancy's renewal initiatives. "That call gave me a wonderful opportunity to help my design and marketing skills while at the same time help an organization grow," she said.

Ever since that call, she has designed the invitations or consulted with others about them. Around 2008, she added a program booklet to the mix. She's particularly proud of the website she has designed for the Conservancy, which helps viewers understand what the parks are about and invites them to come and visit. There is a special section devoted to the Party in the Park where viewers can find all the important details about the event.

And every year she watched the Party in the Park grow in attendance from 350 guests that first year to 1000 guests who celebrated the Party in the Park's tenth anniversary in 2013.

For that anniversary, Everett designed another logo, this time for the Emerald Necklace Tree Project launched at the luncheon by the



Florrie Everett models the fashionable fascinator she'll don for next week's Party in the Park. Her niece, Ann Ward Treat of Charleston Hats in South Carolina, made the stylish creation for her.

Conservancy. The project entails building a GPS-based database by conducting a comprehensive inventory and assessment of 7000 trees, some more than 100 years old, and developing a management plan to help ensure their

long-term health and sustainability. The luncheon raised \$1 million to fund it, which she said "has led to an extremely exciting and transformative effort to

(FUNDRAISER Pg. 9)

### FUNDRAISER (from pg. 6)

recognize the value of trees and an awareness of the parks in the Emerald Necklace."

Work has just begun. Guests at next week's Party in the Park will be able to see the first few trees that have undergone selective pruning and soil enhancement on the Pinebank Promontory and take pride in the fact that they are supporting a major tree program

that is sure to become a model for other parks in the future, said Everett.

As for Everett, trees have now become a very special interest of hers. "I look at trees in a very different way than years ago when we would look through the park and never look up," she said. "Now I stop and look at them."

The Emerald Necklace

Conservancy and its Party in the Park have become a cause close to her heart. "Green space is vital to city living," she said. "Being part of the history of Frederick Law Olmsted's parks and part of this very important initiative to improve life and bring more people into the parks - I just can't tell you how exciting it's been."