



A Sculpture Trail at Laurelwood Arboretum

Wednesday, September 1, 2021 at 7:00 PM



A Sculpture Trail, part of the *Art at the Arboretum* series at Laurelwood Arboretum, is comprised of a variety of sculptures placed throughout the 30-acre park, taking advantage of the winding paths and its unique water features.

Leslie and Stuart Reiser, volunteers at Laurelwood Arboretum, conceived and implemented A Sculpture Trail with the expertise and knowledge of curator Scott Broadfoot, of *Broadfoot & Broadfoot LLC, a Collection of Fine Art*, who selected the sculptures by renowned artists.

Tune in to a discussion with Leslie, Scott and WPL Reference Librarian Patty Slezak to learn more about this exciting project, and the upcoming Grand Opening Festival in mid-September.

(please see the next page for the biographies and accomplishments of Leslie Reiser and Scott Broadfoot.)

Friends of
Laurelwood Arboretum

Connecting People with Nature



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BIOGRAPHY: Leslie Reiser

During her 33-year tenure with IBM, Leslie Reiser worked in several capacities, including her penultimate role as Director, Digital Marketing Worldwide for IBM's General Business division. Recognized as an industry speaker and social media marketing expert, Leslie has an extensive skill set in managing complex global organizations, forging highly profitable partnerships, and delivering effective omni channel marketing programs that resulted in hundreds of millions of dollars for the company annually. Following retirement, Leslie parlayed her extensive experience in marketing and founded LCReiser Consulting, LLC working with both digital marketing services agencies and big brands. She became involved in Laurelwood Arboretum through her husband Stuart Reiser, the longtime pro bono attorney to the *Friends of Laurelwood Arboretum* executive board. Along with her husband, Stuart, Leslie conceived and implemented "A Sculpture Trail", (the second venture in the *Art at the Arboretum* series) an installation of 15 works of art thoughtfully curated and placed throughout the 30-acre Laurelwood Arboretum park, taking advantage of the winding paths and its unique water features. "A Sculpture Trail" is a multi-year endeavor; a portion of the proceeds from sculpture sales will be applied to a capital improvement project that benefits the park.

BIOGRAPHY: Scott Broadfoot

Broadfoot & Broadfoot, A Collection of Fine Art, is a gallery featuring the work of some 27 artists who represent a broad cross section of the contemporary art world. The Collection contains the full spectrum of media, from oil and acrylic to color photography, from watercolor to pen and ink, from monotype to mixed media.

One of the most distinguishing features of the Collection is the display of contemporary abstract and representational sculpture. The range of work provides a breadth of choices appealing to the viewer with contemporary tastes. The sculptures range in size from tabletop to large, outdoor pieces. They can be found in residential or corporate settings.

Since it's opening in June, 1992, Scott A. Broadfoot has owned and directed the Collection's operation. He carefully selects the artists whom he represents. The individual work reflects the artist's persona, while the entire collection is a statement about Mr. Broadfoot himself. The body of work is diverse and unique and is clearly focused on the art aficionado, whether he or she is a serious collector or one who just stops in to appreciate fine art.

The Collection periodically offers one person shows, as well as open houses, celebrations for new artists, and a yearly anniversary party. Although the majority of artists in the Collection are from the tri-state area, a number are from across the United States and Canada. Many have national and international reputations.