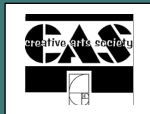


Creative Arts Society



WWW.CREATIVEARTSSOCIETY.ORG

April 2011
Volume 2011 No. 1

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President's Message

Our March program was a panel discussion on art as your business. Selling your art is more than finding a place to exhibit it. Whether your art is a full time business or even a part time business you need a plan. Some of the issues the plan needs to include are your financials, your marketing, your products, your pricing, your skill set, and your need for employees or outside help.

These may not be areas you are familiar or comfortable with. There are many resources available to you. Some are no cost and others will have fees. SCORE which is staffed by retired executives is a no cost service. Another free service is provided by Small Business Development Center (Texas State University) and they offer classes and advice -- www.business.txstate.edu/sbdc. There are also business coaches available who can help you focus on creating a viable business.

CAS has a number of artists who have art as their business -- come to a meeting and network. If you are serious you need to do research, ask questions, and be flexible about your planning. Accept the fact that you may need another income stream to support your art or maybe other venues besides galleries. However if you have no plan, and do not run the numbers, most likely you will be frustrated and headed for failure. Use that creativity that fuels your art to come up with a plan for success!!

Liz Jensen, CAS President 2011

CAS monthly meetings start at 6:00PM with socializing and critique, then at 7:00PM a short business meeting is followed by the monthly presentation consisting of demos, art business panels, or information on art techniques, portfolios and other subjects of interest to artists and art lovers.

CAS is incorporated as a non-profit, tax-exempt operation under Texas law and Internal Revenue Service code 501(c)3. CAS is organized for educational and charitable purposes.

Vision: The Creative Arts Society is a vital presence inspiring Cultural Enrichment, Community Participation, Respect for Diversity and Increased Awareness and Appreciation for and through the Arts.

Mission: The Creative Arts Society is an Austin-based non-profit 501(c)3 thriving arts organization actively promoting the development of the "Artist in Everyone" for the expanding growth and diversity of our community.



C.A.S Tribune

April
2011

**All Monthly meetings are at the
ACC Pinnacle Campus,
1st wed. of the month
10th Floor Faculty Lounge**

**Meeting: Wed. April 6th
6-7:00pm Networking
7:00pm Meeting Starts**

The program : With spring here I want to paint and to watch others paint as well. So our next program will be a demonstration of watercolor painting by Gwen Dennis. Gwen's work spans a variety of subjects including florals, animals, landscapes and architectural subjects with a subtle use of color and design. She has both a BS in Art Education and a Master's Degree in Fine Art and has taught at the college and community level. Her program will also highlight different surfaces that she has used in her work. This demonstration will teach us all something about watercolor and will inspire us to get busy with our own work.

The meeting which will be held on April 6 at the Pinnacle Campus begins with an hour of networking, then a business meeting at 7 p.m. and will be followed by Gwen's demonstration in watercolors. I hope you will be there.

MEMBER NEWS

Leslie Kell will be the featured artist at Studio2 Gallery's show "Double Vision". The exhibit will run from April 9 - May 7. Artist's reception will be April 9th at 6:30 pm. She will also be participating in the Sunset Valley ArtFest on April 30th.

Betty Jameson: Two paintings by Betty Jameson were accepted into the Associated Arts of Ocean Shores Annual Juried Art Show, Ocean Shores, Washington

Annie Reebel will be teaching a Beginning Watercolor Workshop on Friday morning, March 25, 2011 at the Lost Pines Resort in Bastrop. The class is full, and should be fun!

Sherry Fields had an abstract painting title "Lost Music" chosen for the SxSW show at Hyde Park Bar and Grill in Westgate. The show will run from March 6- April 25.

Lynn Bridge:The Austin Mosaic Guild, of which Lynn Bridge is a member, has a 2-month show on the concourse level of ABIA. Posters of mosaic details, as well 2D and 3D mosaics are on display and are receiving a lot of attention from passengers and airport personnel.

Maggi Miller has published a children's book that is illustrated with her collages. The book, *The Baby Who Wouldn't Say, "Mama,"* is about a mischievous baby who can and will say about anything except the one word its mother longs to hear. Then one night something happens and the baby reconsiders.

Kathi Herrin, owner Real Gallery, hosted a Fine Art Show Downtown Austin in the I Art Congress Second Thursday Art Walk on March 10 2011. With over 100 guests and sales for five artists, our sales figures doubled over the previous show in February. www.RealGalleryAustin.com Special thanks to I Art Congress www.IArtCongress.com, Congress Ave Block 110 LLC and to all the participating artists Deborah Thomas, Suzanne Stewart, Cara Quinn, Tina Weitz, Ann Seago, Lucian Richards, Tatiana Nikolova Houston, Betty Jameson, Laura Sturtz, Valerie Olivas, Greta Olivas, Fatema Humaira, Kay Hughes, Kathi Herrin, Michelle Herrin. Also, Real Gallery would like to thank Valerie Olivas for bartending at our event. Valerie is a certified TABC

server. Thank you to Greta Olivas for outstanding graphic design and IT services
www.GretaOlivas.com

WELCOME NEW MEMBERS

Each month new members are invited to write a paragraph about their work and who they are. It is a great opportunity to let everybody in the group discover what new talent lies in our midsts. Please send information to dianakweems@yahoo.com

Rewards for Recruiting New Members.

- 1 new member** - Recognition in the newsletter and at a monthly meeting.
- 2 new members** - Your \$20 annual hanging fee for next year will be waived.
- 3 new members** - Your individual membership dues for next year will be waived.
- 4 or more new members** - Both your individual membership dues and \$20 hanging fee for the next year will be waived.

Benefits of Membership

CAS membership card offers discounts at the following places:

- Asel Art-** 25% discount (non-sale items)
 - Art Pad-** 10% discount
 - Austin Details Art & Photo-** 10% on fine art printing
 - Fast Frame-** 20% discount
- You must present your 2011 membership card to receive your discount. Membership cards will be available (hopefully) by the end of January.

Classes

Marilyn Rea Nasky is now teaching at the Williamson County Art Center, at the new adult center for students age 16+ located at 12001 West Parmer LN, Cedar Park, TX 78613. This is a fun and informal setting where the www.lightwithinstudios.com Marilyn is a TX Lifetime Certified K-12 Art Instructor with 18+ years experience, and a Chroma Teaching Artist.

SHOWS & EXHIBITS

CAS Exhibit Schedule 2011

April

- 1** Barnes and Noble Brodie Lane – April 29
- 2** - Amplify Credit Union – Congress strike/hang - May 7
- 2** – Drop off for ABIA
- 5** - ABIA hang - July 6
- 16** - Women's Center of Texas - strike/hang – June 11
- 30** - Amplify Credit Union – Main Office strike/hang – June 25

May

- 2** – North Gallery – May 27
- 7** - Amplify Credit Union – Congress strike/hang – June 4
- 26**-Cypress Grill – strike/hang

June

- 4** – Amplify Credit Union – Congress strike/hang – July 2
- 11**- Women's Center of Texas - strike/hang – Aug 27
- 25** -Amplify Credit Union – Main Office strike/hang – Aug 20

July

- 2**-Amplify Credit Union – Congress strike / hang – Aug 6
- 6** - ABIA strike pick up TBD
- 17** - Hyde Park Westgate Juried Show - Aug 28

August

6 - Amplify Credit Union – Congress

strike / hang – Sept. 3

20- Amplify Credit Union – Main Office

strike / hang – Oct. 1

27 - Women's Center of Texas

strike/hang – Nov 12

28 – Hyde Park Bar & Grill Westgate

strike

September

3 -Amplify Credit Union – Congress

strike / hang – Oct 1

11 – Corridor of Art - Nov 6

Professionalism

Here are a few suggestions for professional presentation for your artwork

1. **Always finish off the sides of your canvases.**

They can be painted a solid neutral color or the painting can continue on to the sides. This is important even if you are framing the piece. Sloppy side looks amateurish and like the artist didn't finish their work.

2. **Make sure your frames are in good condition.**

The artist diminishes the quality of their work by having frames that are broken, sloppy, gaping corners, and banged up. The frames do take a beating with all the transporting that they go through but artists must keep them properly maintained. No framing is better than broken, unprofessional framing. Also, be sure the frame is secure on the painting. It must be secured by screws of some kind to prevent the frame from coming apart from the painting.

3. **Make sure the wiring on the back is as**

professional as possible. Check the wire and screws at home before you leave the house. It is not the responsibility of the volunteers to repair your work. We have had several paintings damaged when the wires broke or screws came undone and fell off the wall during exhibits. Aside from the damage to your work, the clients do expect a professional-looking mounting. We have had problems with the paper backing being torn and the wire not being the correct thickness for the weight of the painting.

4, **Label the back of each piece.** Your name and the title should be affixed to the art. Your name can be signed or printed. Dating your art is a personal choice. It's a good idea to affix a business card on the back. Think of yourself as the customer - would you hand over your hard-earned money for a piece of art that looks as if the artist rushed through and didn't care about the condition of the presentation? It says to the patron the artist hasn't bothered to give their best nor do they value their own work. How you value your art is how others will value it.

CAS artists, let's all make a conscious effort to keep our level of professionalism as high as we possibly can. We want a reputation in our community of consistently presenting high-quality artwork and a reputation of acting in business-like manner. We want venues to know that we will be there on time, we will drop off and pick up on schedule and we will exhibit a professional product.

CAS GUIDELINES

All show information will be provided in the call for artists. There may be different exhibit contacts and label people for each venue. Address, hang and strike dates and times, theme, medium and limits will all be specified in each call for art.

1. Upon sale of artwork from show, give 15% to CAS

2. Pieces must be ready for hanging with wire on the back. Pieces not wired will be rejected. Also label the back with name, title & phone number.

3. Artwork should be appropriate for the general

public, including children.

4. All artwork must hang for the entire show. If a piece is sold or needs to be removed, please contact "exhibit contact for specific venue" for prior approval to remove and/or replace artwork during the exhibit.

5. Collect artwork on strike/closing date. If you cannot collect artwork at end of show, please make arrangements. CAS will charge \$10 per day for storage (payable to CAS). Second offenders will not be able to enter the next exhibit.

6. CAS assumes no responsibility for lost or damaged goods.

7. CAS reserves the right to refuse any artwork deemed inappropriate, arriving late or not ready to hang.

8. Label Info: We will specify in the call for art who to email and what info is needed. Usually we need- Title, Medium, Price, Artist Name, Phone number and website if available.

To be sure your information was received, you should a confirmation email within a few days. If you did not receive one, please check back with label person.

9. Venues can only accommodate a certain number of pieces. In the event of a large number of entries, the show may be considered full BEFORE the deadline for label information.

****IMPORTANT** When emailing label info, please state in the subject header venue and label**

info (example: "Cypress Grill label info"). It's hard for the label person to know everyone's names, and this way we know it's label info and not SPAM! Also this way if it ends up in our spam email we know what it is and it does not belong there!

Call For Artists

Exhibit:Barnes and Noble

Address: 5601 Brodie Lane, Austin, TX 78745

Exhibit dates: Friday April 1, 2011 to Friday April 29, 2011

Install Date/Time: Friday April 1, 2011/ 8:00 AM

Closing Date/Time:Friday April 29, 2011

Label Deadline: Wednesday March 30, 2011

Limit: 3 pieces SMALL TO MEDIUM ONLY

Medium: All 2D **Exhibit Co-ordinator:**

Denise Schneyer,

dschneyer@austin.rr.com

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Venue: Amplify Credit Union - Main Office

Address: 2608 Brockton Drive (Brockton & Burnet Rd)

Exhibit Dates:April 30 - June 25

Installation Date/Time: Saturday, April 30 AM

Medium: 2D

Closing Date/Time: Saturday, June 25 @ 10AM

Label Deadline: Wed. April 27

Limit: 5 (3 pcs. for gallery - 2 pcs. for lobby and conference rooms)

Exhibit Co-ordinator: Robin Tripaldi

We are also looking for additional spaces to exhibit, like AMOA, Austin Art Space, or other venues that we don't know about. But we can only do all these with your help. Please think about volunteering to help hang or take charge of some of the existing venues, so you can see how our process works. If you are interested in helping please let Robin Tripaldi know.

Pieces must be suitable for general public viewing.

Can mean no nudity, or violence or other subject matter we would normally consider inappropriate for a venue. Bare branches are not a good idea. Choose something up-lifting, joyful, playful, beautiful.

Labels :If you don't receive a confirmation email back from the person doing labels for an exhibit, be sure to check with them to make sure they received your information. We have had a few instances that they did not get labels printed for a few members (the email may have gone to their junk mail).

Wires: When hanging at a CAS venue, all work MUST have WIRE in the back to hang the piece. It is much easier to hang, and we cannot provide wire for everyone at the last minute (which had happened several times).

VIDEO LIBRARY – Nancy Michalewicz

CAS now has a video library, and our collection of over 20 videos and DVD's will be brought to each meeting. Artists wanting to check out a DVD will need to submit a deposit check for \$50, and the check will be held until the DVD is returned at the following meeting.

Quinton Gregory - Shadows -The Secret of Light
VHS

ELIN PENDELTON - Oil Painting with an Attitude
VHS

Windsor & Newton - Understanding Artists Brushes
VHS

BILL SCHULTZ - AMERICAN IMPRESSIONIST SOCIETY - Demonstration in Oils (2 VHS)

A Rose is Born - Roycraft Watercolors –VHS

Henry Hensche, Impressionist - documentary - studied with Hawthorn who studied under Monet VHS

Mastering Composition - 2 DVD set - with Ian Roberts DVD

BOB ROHM - The Oil Landscape - South Sister Summer DVD Learning to Paint the Impressionist Landscape Vol. 1 VHS
Landscape Vol. 2 VHS
Landscape Vol. 3VHS
Oil Painting Workshop

The Art of Elizabeth Blackadder VHS

Art in the Making - Impressionism - National Gallery
VHS

Pissaro - The Impressionists VHS Conceptual Impressionism –

Portrait of an Artist - Vincent: A Dutchman VHS

Ann Templeton - Value Relationships in Color
VHS
Conceptual Impressionism-
VHS

Hugh Greer - Create Mood & Atmosphere with Color & Value DVD

Arleta Pech - Pure Color Glazing in Watercolor DVD

Susan Scheewe - Acrylic painting techniques-
DVD

6 - www.creativeartsociety.org

Terry Madden's Watercolor – The Basics DVD
Perspective Made Easy DVD
Intermediate DVD
Post Cards and Small Pieces DVD
TV Programs Vol.2 DVD

Luana Luconi Winner- Portrait Sketch Workshop

Bob Rankin – The Instant Abstract Artist

Chuck McLachian – The Complete Watercolor Workshop

Nicole Kennedy – Go Big, A Lesson on Creating Large Art

Dick Ensing – The Mechanics of Painting Landscapes in Oils

****NEW** Lee Hammond** - "Drawing Lifelike Portraits" - North Light

****NEW** Patricia Baldwin Seggebruch** - "Encaustic Techniques" - North Light

****NEW** M Katherine Hurley** - "Capturing the Essence of landscapes in Oils" - North Light

****NEW** Gary Greene** - "Colored Pencil Workshop" - North Light

C.A.S. Sponsors

Regina and Larry Burchett are a CAS sponsor. Regina joined CAS in 2006 and is currently serving as Secretary. As a sponsor, the Burchett's business, Calton-Burchett Properties, Inc., will be recognized at all CAS events and event literature and will receive an advertising banner on our web site.

Calton-Burchett Properties Inc.:

Regina and Larry Burchett have over 20 years combined experience working in real estate with homebuyers, sellers and investors. **When buying a property, we are offering up to 1/2 of our collected selling agent's commission paid toward your cost to close, limited only by your lender's restrictions. Discounts for Sellers, too! Call Regina at 512-289-4865 or visit AustinZip.com**

Artist of the Month

If you would like to be artist of the month, please send Diana a little email, dianakweems@yahoo.com

For Aralyn Hughes each day is a performance and mission to bring color and art to Austin. If there were a poster child for “Keep Austin Weird” it would be Aralyn. HGTV recognized Aralyn’s artistic home and artwork in their show “WHAT”S WITH THAT HOUSE?”

Her endless enthusiasm, passion, and creativity come alive in her paintings. Her work is fresh, unexpected, stimulating. She likes to color outside the lines.

She has won several “best in shows” and been seen hanging (the pictures, not Aralyn) in galleries and restaurants around town since she took up painting 10 or so years ago.

Her latest creation is a one woman performance art series, Aralyn's Home Economics. The performances are in her home so the experience is intimate. She uses her art in the shows as she tells stories and creates characters that are compelling, fun, and interactive.



Web Site

PLEASE CHECK OUT THE SITE AT
WWW.CREATIVEARTSSOCIETY.ORG

CAS ARTISTS IT IS TIME FOR THE MONTHLY UPDATING OF THE WEBSITE -- IF YOU WANT YOUR ART ON THE SITE FOLLOW THE DIRECTIONS BELOW -- JPGS. MUST BE TO SUE **BY THE 26th** OF EACH MONTH.

Artists can have some information about themselves as artists included in the gallery page of the CAS website.

In addition to their name, they can also include their Business Name, their email address, their phone number, their web site address and a very brief description of their type of work (I.e. Portrait painter, Landscape Painter, Professional night photographer). They can send 2 different images of their work to be included on the website. They should include the name of the work and the size of the piece. All images will be reformatted to fit the web standard size of 200 pixels by 200 pixels.

Send to: CAS@cedarvalleygroup.com

Sue Foss
Cedar Valley Group, LLC
512.301.0268 (Business)

MEMBERSHIP FORM – CREATIVE ARTS SOCIETY

Name: _____

Website: _____

Address: _____

E-mail: _____

Type of Art: _____

Home Phone: _____

Referred By: _____

Cell Phone: _____

Date: _____

Business Phone: _____

Please check in the appropriate box for the desired type of membership:

- Individual \$25
- (After July 1, individual membership dues are reduced to \$15.)
- Family \$40
- Business \$50
- Employee Discount \$15
- Student \$15
- Sponsor \$100-250
- Patron \$275 +

If you wish to show your work, add (choose one):

- Annual Hanging Fee \$20

Total Enclosed: _____

Please send this form, along with check made out to
Creative Arts Society
P.O. Box 92133
Austin, TX 78709-2133

For membership card attend a monthly meeting or send stamp self addressed envelope along with check.

All Dues and fees are paid for the present calendar year, which ends on December 31st.

Advertise with us!

**Become a C.A.S
Commercial
Advertiser:
Business card ad, only
\$50, for
an entire year!
Or, double your space
for only \$75. We'll
make an extra page!**



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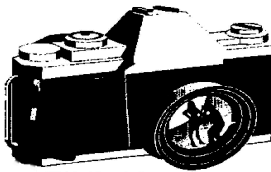


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