

# Creative Arts Society



WWW.CREATIVEARTSSOCIETY.ORG

June 2009  
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## President's Message

I am puzzled as to why with over 100 CAS members, we are having a hard time getting 15 pieces for an exhibit. I hope the reason you joined CAS was to participate in all the great exhibits we have around town. I think the more exposure your work gets, the better it is. Your work will not get seen if it's sitting in your closet! Show it off! You never know where someone will see your piece and just love it. Sometimes we sell more work in the smaller and more unexpected places. As of today, 4 CAS members have sold work at The Corridor of Art at the Chase building. All within 2 weeks of hanging the show! I think that is a record, at least since I have been a member of CAS. We also sell work at Cypress on a regular basis, we have sold work at the University of Phoenix, the Capitol, Texas French Bread, and many more. So please participate, even if you just show one piece, let everyone admire your work, and you never know, someone may just want to buy it! And even if it's not for sale, let people enjoy looking at it, expose them to your talent!

- Greta Olivas

*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 a south 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**

**June  
2009**

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

**Meeting:** Wed. June 3rd  
6-7:00pm social hour  
7:00pm meeting starts  
Program: Caroline Ulbrich

Caroline Ulbrich, with Canvas Press in Round Rock, will be our guest speaker at our June 3rd CAS members meeting. Canvas Press makes prints on fine art paper and canvas done from images of your original art. They produce prints from small to (very) large sizes and work with many area photographers and artists for striking results. Caroline will discuss requirements for artists to get their work reproduced, including specs for providing your own digital photographs, optional scanning at their shop, and images that have been scanned by other companies.

Most of the staff at Canvas Press are artists and photographers themselves, and offer a great service and insight into artists because of this fact. They also offer packing and shipping services from their production facility directly to your customers, which can save artists a lot of time. Caroline will bring some samples of their work, and also invite members to visit their showroom to see their full line of services and products at a later date. She will have a Q&A session after she speaks for any specific questions about the process that has not been covered.

Don't miss this opportunity to learn more about the fastest growing segment in the art industry- quality reproductions from your original art!

### **MEMBER NEWS**

**Betty Jameson:** Water To Wine, a local wine store, chose one of Betty's paintings for a wine label and let her to select 6 of their wines as a prize.

"Illumination" by Betty Jameson was selected by Dr. Marvin Moon for the Lubbock Arts Festival Juried Show, April 28-May 30 at the Lubbock Memorial Art Center 511 Avenue K, Lubbock, Texas.

Betty Jameson's paintings "Mountain Magma" and "Butterfly" were accepted by Sue Bennett for the 40th Annual Associated Arts of Ocean Shores Fine Art Exhibit at The Convention Center, 120 W. Chance-a-la-mer, Ocean Shores, Washington April 3-5, 2009. She won a Special Recognition Award

**Ruth Meaders** was in St John, US Virgin Islands recently working on decorating a home to be sold. While there, she contacted a gallery in Cruz Bay and now is represented by them, specifically for her Goddess series.

**LeRoy Lawson** sold 2 photographs at the Chase Corridor of Art Membership Show. They were "17-Mile Drive, California Coast, Nos. 1 and

**Craig Moser** will have a solo showing of his abstract paintings at Way Off Broadway Community Players Complete Works of William Shakespeare which runs from May 29 through June 6. The location is 10960 E Crystal Falls Pkwy in Leander. For more details about the show check out their site <http://wobcp.org/> or Craig's art site @ <http://www.craigmoser.com>

**Greta Olivas** has a Solo Show until August 12th at the Amplify Credit Union at the La Frontera Shopping Center in Round Rock. The Amplify Credit Union has their "Amplified Arts Program" which is designed to provide local artists a no-cost space to display original works of art at their branches. If you are interested in showing, you can contact Jasmin Gammel at 512-904-2452 or [jgammel@goamplify.com](mailto:jgammel@goamplify.com)  
Greta also has another Solo Show until June 30th at the Starbucks on South Lamar.

## 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](mailto:dianakweems@yahoo.com)

**S'zanne Reynolds**, Hi All, I'm new to CAS and happy to be among such a great group of artists! My name is S'zanne Reynolds, but friends call me Zanne.  
<zan>

My background is in fine art and graphic design. I've studied a little in France post-grad, and with many fine contemporary painters visiting Texas. Worked 12+ years in the advertising and publishing industries as designer, art director and sole proprietor. Today I'm exploring pastels, oils and photography; some of my work is in private collections in the US and abroad, but I'm looking to expand into a gallery and participate in more shows. I give art workshops and public demos to groups and individuals. Owner of Studio Zanne. Visit my website at [studiozanne.com](http://studiozanne.com) or my blog at [studiozanne.blogspot.com](http://studiozanne.blogspot.com).

**John Havard Macpherson** III BFA- studio, B 04-1951 Tucson AZ, graduated Texas State University 2005, youngest of three siblings. Father – Photographer Bp Mystic Conn. M Jean, daughter of Dr Fredric Adolph physiologist, and Grace Bagg (art teacher, Philadelphia Academy). John Macpherson, m Beatrice Edna Edgerly Macpherson, Gladys Edgerly Bates, Ken Bates, Charles O' Golden (Philadelphia Academy, Corcoran) were a unit in American Art, most productive during the depression with studios in Mystic, Tucson, and Pocono's, with

trusted contacts across the US and the press. Fredric was eldest of 3 Doctorial siblings of William Adolph Philadelphia Mint engraver who had a Pocono summer place. Williams brother, Carl was also a mint engraver whose father was a shoemaker from Baden. Grace moved to the Pocono's when orphaned in Philadelphia and raised by aunts, the house ceased under eminent domain and taken over by the Ambulance Cops for a decade till it was demolished. The likes occurred to Macpherson Pocono property. Capt. Macpherson's house is the first of the line; Macpherson's are interred at Old Saint David, prior to the American Revolution.

## Rewards for Recruiting New Members.

### Rewards:

- 1 new member - Recognition in the newsletter and at a monthly meeting.
- 2 new members - Your \$15 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 \$15 hanging fee for the next year will be waived.
- Each new business member, sponsor, or patron - Presentation of a \$20 gift card from an art supply store.

**Benefits of Membership** -- CAS membership card offers discounts at the following places

**Art Pad**- 10% She is now carrying art supplies.  
4520 Burnet 512-323-0802

**Jerry's**-20% on anything that's not on sale.

**Asel Art Supply**- 25% on anything that isn't on sale.

## **SHOWS & EXHIBITS**

**March 7- June 6, 2009**

Dr. Jones/Center for Cancer Care- San Marcos

**March 7- June 27, 2009**

University of Phoenix- Austin Campus

**April 2- June 4, 2009**

Cypress Grill- "Spring is Here!"

**May 3- July 12, 2009**

Corridor of Art- Chase Building

**May 18- July 13, 2009**

Wells Fargo Bank

**May 30- September 5, 2009**

Parsons House

**June 2-13, 2009**

Studio2gallery/ Juried

**June 4- August 6, 2009**

Cypress Grill- "Wet & Wild"

**June 27- October 24, 2009**

University of Phoenix- Austin Campus

**August 6- October 1, 2009**

Cypress Grill- "Green" Art Exhibit

**September 2009**

Barnes & Noble- Brodie

**November 2009**

Scarborough Building

## **Call for Artists**

Note- When you hang with CAS you agree to:

1. Upon sale of art work from show, give 15% to CAS
  2. Pieces must be ready for hanging with wire on the back.
  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 Greta Olivas for approval to remove and/or replace artwork during the exhibit.
  5. Collect art work on strike/closing date. If you cannot collect art work at end of show, make arrangements. CAS will charge \$10 per day for storage.
  6. CAS assumes no responsibility for lost or damaged goods.
- Your 2009 membership dues and \$20 annual hanging fee must be paid in order to hang in these shows.

**\*\*TO BE SURE YOUR INFORMATION WAS RECEIVED, YOU SHOULD RECEIVE A CONFIRMATION EMAIL. IF YOU DID NOT RECEIVE ONE, PLEASE CHECK WITH THE LABEL PERSON FOR THAT SHOW\*\***

## **Exhibit: Cypress Grill**

**Theme:** Wet & Wild! (Think summer, beach, water, blue, sunshine, etc!)

**Address:** 4404 W. William Cannon Dr.

**Medium:** ALL 2D

**Exhibit dates:** June 4th- August 6th, 2009

**Install Date/Time:** Thursday June 4, 8:30AM

**Closing Date/Time:** Thursday August 6, 8:00AM

(Please be there between 8:30 and 8:45 to drop off your pieces, so we can start hanging ASAP)

**Limit:** 3 pieces (We can only accept up to 40 pieces for this venue, once that number is reached we will not accept any more entries.)

**Label Info:** Please submit label information to Greta Olivas [greta@gretaolivas.com](mailto:greta@gretaolivas.com) We will need Title, Medium, Price, Artist Name, Phone number and website if available.

**Deadline for Info:** Friday May 29th, 2009

**Exhibit Contact:** Valerie Olivas  
[roseval98@yahoo.com](mailto:roseval98@yahoo.com) 512-659-5208 or Greta Olivas 512-573-0821 [greta@gretaolivas.com](mailto:greta@gretaolivas.com)

# Exhibit: Art Space @ The University of Phoenix- Austin Campus

**THEME:** Anything. Inspirational, aiming high, reaching for goals etc. Is still a good idea for this location. This gallery space has been greatly expanded so there is room for all of us.

**Medium:** ALL 2D (and 3D if it can be secured to a wall)

**Venue:** University of Phoenix- Austin

**Address:** 10801-2 North Mopac, Suite 300

**Exhibit Dates:** June 27 – October 24, 2009

**Install Date/Time:** Saturday June 27, 2009

10:00AM (Please be there between 10:00 and 10:15 to drop off your pieces, so we can start hanging ASAP)

**Closing Date/Time:** Saturday October 24, 2009 10AM

Limit: 6 to 8 pieces per artist

**Note:** Artwork should be appropriate for the general public including children.

**Label information:** Please submit label information to Eva Sim-Zabka at

[onecolorfullife@gmail.com](mailto:onecolorfullife@gmail.com) By June 20th at 8pm.

We will need Title, Medium, Price, Artist Name, Phone Number and Website (if available)

**Exhibit contacts:** Sue Gilliam

[suegilliam@sbcglobal.net](mailto:suegilliam@sbcglobal.net) 512-343-7268 Greta

Olivas [greta@gretaolivas.com](mailto:greta@gretaolivas.com) 512-573-0821

These shows change out on Saturdays so please keep this in mind when you plan to Show here. Sue will be strict about time to deliver and pick up pictures so please cooperate. PICK UP Previous Show 10 to 10:15. DELIVER 10 to 10:30. HANG at 10:30. Late comers will be penalized or miss out on this or the next show. Contact Sue if you have questions.

Directions: Go north on MOPAC, exit at Braker, go thru intersection at Braker, on the feeder. Take 2nd entrance to the right into Braker Point complex.

Building 10801-2 is on your left. U. Of Ph. Is on 3rd floor.

## Coming Up:

The next theme for Cypress Grill will be “Green”- As in re-use, recycle, green energy, etc. Show your “Green” through re-using/recycling old art into new art, or show us what Green means to you! Use your imagination and get creative. But remember, this will be for a restaurant, so keep that in mind when considering your art.

## Artists’ Receptions:

“Texas Twitter” juried Exhibit for CAS

studio2gallery 1700 S. Lamar, Ste 318

Exhibit dates: June 2-13, 2009.

Reception: Saturday June 6, 6:30-9:30PM

Parsons House Assisted Living Center

1130 Camino La Costa

Exhibit dates: May 30- September 5, 2009

Reception: Saturday June 6<sup>th</sup>, 6:45-8:45PM

There will be food and music in the lobby. The reception and exhibit is open to the public.

## Pieces must be suitable for general public viewing.

Can mean no nudity, or violence or other subject matter we would normally consider appropriate 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).

## **Tid Bits**

"Many members are interested in expanding their sales chances. One way is to set up a store with Etsy.com. It's inexpensive (20 cents per listing) but has a huge following. There are, amazingly, 190,000 paintings listed and yet once the stores have been around for a while, substantial sales result. This can be determined as any store posts its sold items. Bob Cook has just launched a store with the strategy of becoming a specialist (All Monsters All the Time). You can view his store to see an example and then explore the site further. We'd love to hear of other members' success with on line sales. Bob's store:

[http://www.etsy.com/shop.php?user\\_id=7370158](http://www.etsy.com/shop.php?user_id=7370158)

## **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 home buyers, sellers and investors. For any CAS member, we offer 20% of our collected commission to sellers or buyers (paid toward closing costs). Call Regina at 289-4865 or [www.austinzip.com](http://www.austinzip.com)

**Margaret Ball** is our newest sponsor having joined CAS in 2009. She is a talented fiber artist incorporating many mixed media techniques in her works. She is also a published author with many books to her credit.

## **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 26<sup>th</sup>** 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)  
512.532.7952 (Fax)

## Publicity Update

I have been adding addresses to our CAS Publicity list to ensure that the announcements cover a larger area. The last addition, for example, is KVUE TV, which has a link called "KVUE Listens". We have had some, but not all television stations on our list, and hope the increased exposure helps.

We depend on members to forward group e-mails about each exhibition to their personal contacts. If each member lets just 20 friends know about a venue, that adds up to over 200 more invited guests! Always mention that the admission is "free" and it is "kid friendly" as this encourages families to attend and also bring friends as well. The publicity effort must be made collectively as a group, so I am asking all of you to become more active in inviting your clients and friends to attend these shows and/or exhibitions. Let's start with the "Corridor of Art" at 700 Lavaca- it runs through July 12th and is a great summer visit for many people and is an easy drive to a "central" location. If you help the group, it will also bring more attention to your work for possible sales. You can't just "show up" with your art to be hung and expect sales- it's not that easy. So get busy and do your part....today!

Please forward any contacts to me that may be added to our show/exhibition listings announcement list- the market is always growing and changing, and we need ideas from our members. Send them to me at [johnbittick@austin.rr.com](mailto:johnbittick@austin.rr.com) or call me anytime with your ideas at 512.426.5201 (cell). This is the best time of the year to tweak this list as we don't meet in July or August.

John Bittick, Publicity Chair

## Member of the Month

If you would like to be artist of the month, please send Diana a little email , [dianakweems@yahoo.com](mailto:dianakweems@yahoo.com)

### **Bob Cook**



**Bob Cook:** Bob started furiously painting upon his retirement from business. He began with pencil drawings and now showcases his indecisive nature by working regularly in Pastel, Watercolor, Acrylic and Oil. As if that wasn't enough, Bob also produces fine art photography. He has received training in workshops led by Brian Bomeisler, Albert Handell, Bob Rohm and Vicki McMurray. He completed the Texas State advanced painting curriculum as a visiting graduate student and has also studied at the Southwest School of Art in San Antonio.

## 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
- Life                                  \$250 one-time payment
- 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.

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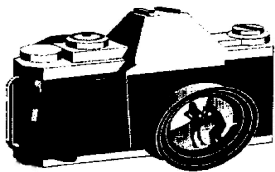


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*Artist and Writer*

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