



Mailing Address: PO Box 3061

Sherwood Park, AB T8H 2T1

Street Address: 590 Broadmoor Blvd, S. Park

[artsoc@telus.net](mailto:artsoc@telus.net) [www.artstrathcona.com](http://www.artstrathcona.com) Ph: 780 449 4443



## SEPTEMBER 2022 NEWSLETTER



### President's Message:

Well, wasn't that a summer? So much rain! Then so much sunshine! Great summer weather – but no time to paint! I trust you did better than I did and were able to find a wee bit of time to create something that you like ...Welcome back to business.!

I hope you visited an ACACA Alberta Wide Show this summer and the many art markets throughout the area. Gathered some ideas, did you?

The annual Home Art Studio Tour was a resounding success, this year and has garnered some new members and interest in the Society. A big thank you to all who organized and to those who participated. See the financial report later in this newsletter.

One sale at the new site, Remedy Café. Congratulations to Geri Clark.

We are looking forward to the annual Fall Show in October, as well as the annual Christmas MarketPlace in November.

Check out the workshop schedule, thanks to Michele T. Please contact [minirose@telus.net](mailto:minirose@telus.net) if you would like to volunteer for any of the workshops as there is still a need for volunteers (and students!!). Plan on attending the General Meeting on September 13 at 7 pm. to hear information about the ACCSC, and to hear artist, Giselle Denis, with her story. Also catch up on the summer news from your fellow artists! Check out the new artwork in the Loft, and new items in the Library!

Plans are underway for another Member Appreciation Evening on September 17. If you would like to come and enjoy the commaderie, please register via the website under the Members' section prior to September 5. No charge, just need to know the numbers for the caterers.

The AFA has granted the Society a \$5,300 operating grant for 2022. Always nice to see that they support us !

Visual art and friends are two things that we should all hold on to dearly. Involvement in our Art Society can help you do just that. Perhaps we should get to know each other better!

Regards, Sonja

Ps. Being a grandmother now, I need all the help I can get!





## **Take a Look from the Loft**

Take down of any Loft and/or Gift items	September 8, 12 noon
In-take of new Loft and Gift Gallery items	September 8, 1 pm

### **Next deadlines:**

October 1 -Loft registration for November/December  
October 15 - Loft inventories for November/December

Thank you so much to the Studio Tour Committee for all the hard work to make the tour a big success this past June!



## 6<sup>th</sup> Annual Artist Home Studio Tour June 18/19 2022

Report by Elaine Tweedy

- The sixth year, 2022, name changed to Artist Home Studio Tour.
- 2022 tour consisted of 18 artists in 15 home studios (12 members, 6 non-members.)
- 10 returning members and 3 returning non members.

### Number of visitors:

- Rural studios varied from 55 to 200.
- Urban studios varied from 65 to 141.
- Artists who participated in previous years found that they developed a group of repeat visitors.

### Advertising:

- Verb Creative contracted to manage all social media (creating and posting) for the event.
- Norma interviewed on Global TV.
- Travis Dossier - The Sherwood Park News - interviewed and reported before and after the event.
- Print ads were put in the local newspapers Sh. Pk.. St. Albert. (Post Media & Great West Media)
- Face Book/Instagram
- Radio
- Billboards
- Strathcona County Community Road signs
- Digital Screen Advertising at both Millennium Place and Ardrossan Recreation Centres
- Free Promotional support provided by many Art Organizations, County Departments and supporters of the event including Rachel Notley this year. They all provided-Instagram Posts & Distribution of promotional material for the Artist Home Studio Tour.
- All exhibitors assisted with the distribution of promotional material to Edmonton and Strathcona County businesses.

### Sales:

- 17 artists reported good to excellent sales.
- 1 poor sale.
- We do not ask artists for their sales numbers.

### Brochures & Postcards:

- 2300 poster cards
- 1000 brochures
- 4 banners (paid for by the artists)
- 10 - 8.5 x 11 posters
- 80 coroplast directional yard signs

### Sponsors:

- |                          |                      |
|--------------------------|----------------------|
| • Paint Spot             | • Italian Centre     |
| • Delta Art              | • Sage print & sign. |
| • William Zorzos Framing | • Boulevard Salon    |
| • Jak Pullen             |                      |

**Post Event Survey:**

We surveyed all participants on a number of topics where they ranked from 1 (poor) to 5 (excellent).

- Did you feel the tour was a success?
  - 7 artists ranked 5
  - 5 artists ranked 4
  - 4 artist ranked 3
- Would you participate in the 2023 tour:
  - 16 artists in home studios said yes
  - 2 artists said maybe

**Comments from some of the participants:**

- Terrific! Lots of people mentioned they loved the signs! They were very professional looking and bright. It definitely caught the eyes of many in passing!
- Even though this year's social media kicked butt, I think there was still a lack in younger people coming out, so by increasing the outreach through Facebook and Instagram better, with more videos and more artists faces talking about their space and art. This was a very cool event and not many people get to see just how cool it is! So more more social media advertising!
- Loved taking part, loved every artist involved, will join ASSC now for sure! Thank you to Gloria Van Schaik, Norma Callicott, Margaret Klappstein, Elaine Tweedy, Carleen Ross, Anita Skubeny, and Lea Sikora!!
- Social media presence was great AND would encourage more of it. I heard that the society hired someone to help with this, and would say that that was money well spent as I saw/heard from a few younger couples and families that they had heard of this (for the FIRST TIME) through social media!!!... so YAAAA to that as we all know it is toughest to bring in new people to these sorts of shows. We all have our client lists and have an easy enough time with that, but getting new people is not that easy, so well done on that! I feel as though as a society we should be investing more into the social media "game" as I have seen it work well enough
- The social media campaign was brilliant! I shared every post I saw (unlike years past) – as everything was beautifully presented and well considered. Congratulations on that! Well done. Was very impressed. Thank you so much to the wonderful volunteers who make this show possible. You did an amazing job and I'm so grateful for your work and efforts.
- I was really happy with the amount of people and that they were a buying crowd. I was really happy with the space that Kay and I had and how we were able to work together to talk with people. I was happy with the advertising and all that the committee did to make this successful..
- Had the best year yet.

**A Meet & Greet was held for all exhibitors June 21 at Margaret's.**

- An evening for all exhibitors to get together after the tour. Introduction of new participating artists and a wonderful opportunity to share experiences of the Artist Home Studio Tour 2022 together. It also proved to be an excellent venue to exchange thoughts, ideas, and suggestions for next year's tour.

**Please note that the 7<sup>th</sup> Annual Artist Home Studio Tour will take place September 16 & 17, 2023**

## 2022 HOME ART STUDIO TOUR FINANCIAL REPORT:

<b>Art Society of Strathcona County</b>						
<b>Studio Tour 2022</b>						
<b>Financial Statement</b>						
<b>Income</b>						
	Grant from Strathcona County	\$3,000.00				
	Studio Tour Income-Sponsorship	<u>\$750.00</u>				
	<b>Studio Tour Income-</b>	<b>\$1,150.00</b>				
	<b>Total</b>	<b>\$4,900.00</b>				
<b>Expenses</b>						
	Advertising					
				Email Blast -Chamber of Commerce		\$196.00
				Postmedia		\$231.00
				Verb Creative-Social Media Campaign		\$262.50
				Great West Media	\$	378.00
				Sage Print and Sign-Frames and Prints		\$420.00
				Sage Print and Sign-Post Cards		\$265.65
				Sage Print and Sign-Lawn Signs		\$960.00
				Sage Print and Sign-Trifold		\$534.61
				Sage Print and Sign- Posters		\$10.50
				<b>Verb Creative-Social Media Campaign</b>		\$262.50
				<b>Stingray Rado</b>		\$787.50
				<b>Postmedia</b>		\$231.00
<b>Total Expenses</b>		<u><b>\$4,539.26</b></u>				<b>\$4,539.26</b>
<b>Net Profit</b>		<b>\$360.74</b>				

### *Feedback from the Studio Tour:*

"The Studio Tour was so much fun. I was grateful that with the help of my husband and daughters I was able to enjoy the many people and conversations of those who came. God provided the strength for each day and in the end there was a happy tiredness and wonderful memories made. I've never given so many condensed art lessons in my life! I loved when artists said they were inspired to get going again after seeing my gallery space and studio. We really do need each other as artists. Covid has been cruel. For me the tour interactions were like a feast after the famine. As my stamina slowly returns I am looking forward to enjoying my studio once again and preparing for more Art Society events. Yay art!"







## Art Society of Strathcona County

### WORKSHOP Newsletter September, 2022 Registrations will be taken online

#### SEPTEMBER

*Acrylic Landscapes with Sharon Lynn Williams, Sept 10 & 11, 2022; 9:30-4, Members \$150*

*Watercolors with Margaret Klappstein, Wednesdays, Sept 14 – Oct 19; 1-4 pm, \$160*

*Watercolors with Willie Wong, Mondays Sept 19 to Oct 31, 9:30-noon, \$160*

*Approach to Acrylics, with Margaret Klappstein, Thursdays, Sept 22 to Nov 3; 1-4 pm, \$160*

*CPR-AT Safety Training, Sept 11, 6:30-9 pm, \$50*

*Beginner Soapstone Carving with Kay McCormack, Sept 24 & 25; 9:30-2 pm, \$120 (includes template)*

#### OCTOBER

*Beginner Abstracts with Stephanie Lane, Oct 15, 10-4 pm, Members \$90  
(includes 4 prepped templates)*

*ONLINE with Jacintha Krish, 7-9:30 pm, \$60 per session*

*Oct 18 & 19: Fun with Florals*

*Oct 25 & 26; Bold Color*

*Impressionism*

*Nov 1 & 2: Abstract Impressionism*

#### NOVEMBER

*Acrylics for all Levels with Karin Richter, Nov 5 & 6, 10 – 4pm, Members \$150*

*Pew Portraits in Acrylic with Kathy Aldous-Scheindl, Nov 3 & 4, 6:30- 9 pm, \$60*

Volunteers will be needed for each Workshop. Email [minirose@telus.net](mailto:minirose@telus.net)

Note: Hours to claim –

A one day workshop 2-2.5 hours.

A two day workshop 4-4.5 hours

6 week session – 8 hours

The hours can vary, depending on class size, workshop extended, etc. please use your discretion.

Thanks!

**ANNUAL FALL ART SHOW & SALE: Color Me Autumn – October 21, 22, 23**

\*\*\*The deadline for the Fall Show Member registration is September 1, 2022 – register online.\*\*\*





**PRESENTS**

## Color Me Autumn

### Opening Reception

Friday, October 21st

6:30 - 8:30

An evening of Fine Art, Music, Refreshments  
and Hors D'Oeuvres!

### Show Hours

Friday, October 21st - 6:30 pm to 8:30 pm

Saturday, October 22nd 10:00 am to 4:00 pm

Sunday, October 23rd - 10:00 am to 4:00 pm

### Venue

A.J.Ottewell Community Centre (Red Barn)  
590 Broadmoor Blvd. Sherwood Park

### Sneak a Peek!

Check out our online event at  
[www.showsartstrathcona.com](http://www.showsartstrathcona.com)! More artists will be  
at the show! Come visit us for more!

Phone 780 449 4443

Email: [artsoc@telus.net](mailto:artsoc@telus.net)

[www.artstrathcona.com](http://www.artstrathcona.com)



Thank you, Cynthia Clarke, for manning the promotion table for the Art Society at the  
Seniors' Week event at Ardrossan!

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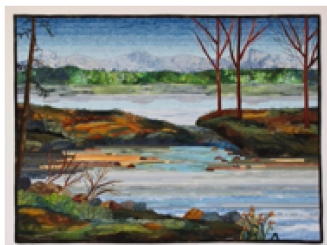


From the Past: Note from Deanna Corrigan  
Now residing in Qualicum Beach, BC. Website: [riversedgegallery.ca](http://riversedgegallery.ca)  
Busy with her Gallery, lessons, shows, and quilting

I am including a photo of my most recent art quilt. It was juried into the Canadian National Show, held recently in Vancouver this year; it is always a thrill to get a quilt juried in! Then, I got a first place award for the landscape and still life category. quite unbelievable for me. It will now be on its way to Houston since it has been juried into this international show.

Mountain Lake. (36x27 in)

"Experiencing the reflections of a mountain lake can create some inner reflections of one's own. They bring peace and tranquility to the soul. They permeate one's being."



### **GENTLE REMINDERS!**

*Please "like" us (the ASSC) on Facebook and Instagram!*

*Please continue to update your volunteer hours in the book located in the drawer to the left of the kitchen sink. These hours will enable you to show your artwork during 2023 & they are also part of the application for the ASSC's annual AFA grant.*

Please stop at the Welcome Table on your way into meetings and sign in for the evening. This is important for the ASSC meeting attendance record and it may become important to you too if you are planning on showing your artwork at ASSC shows.

*Please sign in at the Greeting Table when you attend the General Meetings.*

## A "SHOUT-OUT" TO ALL MEMBERS!

Sometimes, the best advice comes from the experiences and learned lessons of others! Sometimes, it's as simple as sharing a good quote, a comical joke, words of wisdom, or a big mistake. We're open to anything - suggestions, questions, ideas - whatever you have...

Please send your emails to "The Mail Bag"  
at [minirose@telus.net](mailto:minirose@telus.net)



### What's on Your Easel?

Share with us what you are working on with a picture of it either finished or not and a few words about the piece and/or the process. We will choose one for the next newsletter. Email to Trish at [trish.haugen@gmail.com](mailto:trish.haugen@gmail.com). Thank you!