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JUNE 2022 NEWSLETTER

President's Message:



All the shows and workshops have been successful this spring and, we, as artists and members, must take a breather (except those involved yet in the Open Studio Tour!!). My personal thanks is to each and every member who gave of their time and effort to ensure that our Society was presented to the public in the best light possible.

We welcome each and every new member and hope that you enjoy being a part of this Society! If you can, please participate in the fall activities in some way and you will make wonderful friends and find inspiration and enthusiasm!

A wonderful group of artists meet at the Centre on Wednesday mornings enjoying each other's company and actually do some great paintings! They will continue to meet through June, with thanks to Donna Burgess for opening and organizing.

See you on June 14 for the General Meeting at 7 pm, followed by a Potluck!!! Bring your favorite dish to share! Challenging everyone to wear some outdated outrageous shirt or top – one that you haven't worn for some time and would like to wear just one more time!!

September will begin another year of exciting creations at the Loft Gallery shows, the Fall Show and the wonderful Christmas Market and of course all the inspiring workshops that Michele has coordinated for us. There is something for everyone!

The Board will meet again on September 6, and the general meeting in fall will be as always the second Tuesday of the month, ie. September 13. In the meantime, thank you to Janelle in the office for handling all the upcoming rentals over the summer.

Until September, enjoy the hot weather (despite our Alberta mosquitoes!) and the lazy days and come refreshed and inspired in the fall.

Regards, Sonja

My personal thanks go out to all those members who devoted so many hours to ensuring that our Society was presented in the best light at our Spring Show, Student Show and Home Art Studio Tour. What an amazing group of members you are! All shows have been successful — successful in bringing friends together in the name of “art” and that’s what the Society is all about. Hats off to all of you!

Members’ Corner:

June 7 – Next Board Meeting – 6:30, Ottewell Centre

June 14– Next General Meeting – 6:30 Potluck! Followed by the meeting.
Challenge!!: wear some outdated outrageous top or sweater that you would like to wear just once more!

June 26, 4:00 pm – Take down of Gift Gallery & Loft Gallery items.

PHOTOS FROM A WONDERFUL SPRING SHOW!





FUN TIMES AT THE ART CHALLENGE!!





THE LOFT

Spread the News!

Loft Gallery open 12-4 pm Saturdays and Sundays until June 26

Gallery deadline dates:

June 26, 4 pm- Loft Gift and Gallery items take-down

August 1- Deadline for Sept/Oct Gallery and Gift Gallery registration
Forms on website

August 15- Deadline for Inventory submission for Loft/Gift Galleries.

September 8- set up in Loft

September 30- Deadline to apply for Solo or Feature artist in 2023

Contact Suzan at solsticestudio59@gmail.com



Art Society of Strathcona County

WORKSHOP Newsletter June 2022

Registrations will be taken online beginning **July 1, 2022**

More workshops to be announced later

SEPTEMBER

Acrylic Landscapes with Sharon Lynn Williams, Sept 10 & 11, 2022; 9:30-4, Members \$140

CRP Course – Sept 22, 6:30 – 9

Soapstone Carving with Kay McCormack, Sept 24 & 25, 9:30-2 pm, Members \$120

OCTOBER

Abstract Landscapes with Stephanie Lane, Oct 15, 10-4 pm, Members \$70

NOVEMBER

Acrylics for all Levels with Karin Richter, Nov 4 & 5, 10 – 4pm, Members \$140

Volunteers will be needed for each Workshop. Email 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.

2022 Student Show Report

53 entries from 46 students, 5 students entering 2 pieces each. Gr 10-13, Gr 11-14, Gr 12 -26

- We had an even distribution of Drawings, Portraits and Paintings. Then one each of collage, sculpture and Scratchboards.
- 31 pieces were entered in the Strathcona Annual Art Acquisition for either the Loan or Purchase programs. The County displayed our 10 winning pieces in the Salon Series instead of doing a Purchase or Loan program as they have done in the past. I expect a different set up from the County next year as it seems the Purchase Program may be cut. The County has promised to have the new program ready for September next year so my website information can be correct.
- We awarded 1st Place in grade 10, 11 and 12, 6 Honourable Mentions and a Best in Show. Everyone received a rosette for their award and a cheque ranging from \$75 to \$150
- The online show was viewed thru www.showsartstrathcona.com and the winners were posted on our ASSC website for 10 days.

		On line and Physical show 2022	
Strathcona County High School Art Show and Competition		Budget	Actuals
Income			
Silver collection		50	
County Clothes-Line Foundation		300	300
Strathcona County- Arts Dev. Grant		3100	3100
TOTAL		3450	3400
Expenses			
Student Show Grant funding return			300
Hall rent 80.x5 days		400	
Sherwood Park News x2		375	120.75
Road sign advertising (DQ) or county sign		78	78.5
Email blast thru Chamber of Commerce		55	
Administration/Supplies		40	
Ribbons		94	105.42
Jurors		400	400
Prize money		1860	975
Food/beverages and volunteers (pizza, lunch, punch, snacks)		150	
20th Anniversary decorations (was supposed to be 2020)		0	
TOTAL		3452	1979.7
Deficit/Profit		-2	1420.3



VOLUNTEER HOURS: Please remember to record 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 and 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.

LOOKING BACK ... Recognize anyone?

Judging Youth posters:



Show at Salisbury Greenhouse 2011:



HELPING OUT DURING OUR PARTICIPATION AT UKRAINIAN VILLAGE, 2016



CHRISTMAS POTLUCK:



Hints for Posting on Facebook and Instagram
(provided by Verb Creative during Spring Show Social Media Project)

	Facebook	Instagram
Purpose	For interaction Want “likes” and “comments”	Need visual appeal; like a photo album Consistent visuals: colour, content Want to gain “followers”
Frequency of posting	Every other day best. If more than one post/day, make sure they are different.	2-3/week No more than 1/day Stories and Reels can be posted 2x/day No repeat posts Too much posting on IG flags your posts as spam. Posting multiple times in a row can cause you to get penalized by the Instagram algorithm, meaning your posts will be shown to fewer people.
Videos	Under 3 minutes	Under 1 min
Hashtags	1-5 Put in post https://blog.hootsuite.com/how-to-use-hashtags/	30 for feed posts 1-10 for reels 10 for stories Put in comments
Photos	Rectangular Review after posting to see if content cut off	Square Review after posting to see if content cut off

Stories

Stories are posted for 24hrs, then they go away. They are great for engagement/algorithms. They don't clutter the feed so can be posted more frequently. Stories do not appear in FB or IG feeds; they show in the story section of FB and IG which is found on the home page. Stories are VERY popular - more so than feed items!

IG Stories: <https://about.instagram.com/blog/announcements/introducing-instagram-stories>

FB Stories: <https://www.facebook.com/business/learn/lessons/facebook-stories-creators>

G Reels: <https://about.instagram.com/blog/announcements/introducing-instagram-reels-announcement>

Post Comments

Reply to comments on posts as soon as possible. It is a courtesy, helps more people discover your page and incentivizes people to engage with your content. Your site is judged on response time!

WHAT'S ON YOUR EASEL?

Email Trish Haugen – trish.haugen@gmail.com – and let everyone know that you are creating so members can see in the April Newsletter!

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... Email “**THE MAIL BAG**”

minirose@telu.net

We look forward to hearing from each and every one of you - **NOT ALL AT ONCE - OF COURSE!**

Editor's Message

If you know of any competitions and/or shows open to Alberta artists, places that are looking for artists to hang their work, or you have an interesting art related article you would like to share in the newsletter, please contact:

Anita Skubleny, at askubleny@yahoo.ca