

Art Society of Strathcona County

NEWSLETTER



March 2015



Art Society of Strathcona County
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PRESIDENT'S MESSAGE



If you stay in Alberta, it can be a long winter but, think of all those days when you can sit in the sun by a window and paint feverishly!!! You will then be able to enter the Spring Show, the Loft Gallery, the Fall Show, etc. Elvis once said “Ambition is a dream with a V8 engine!” ...hope your ambition is roaring along – in a pink Cadillac! If the Ottewell Centre is to be an “art centre” - it needs art!!!

A big thank you to all those members who have rejoined for 2015 and to those new members who are joining us for the first time this year. Feel free to join me at 6:15 (before the March general meeting) and learn how the Society operates and how it can assist you in the art world.

Some members have taken up the challenge of painting “old shoes” and we look forward to viewing their creations at the March general meeting. Thanks to all for participating.

Enthusiasm and inspiration comes to members who attend the drop in DVD Paint Along sessions. Next up - March 4 (Johannes Vloothuis, acrylic/oil) and - March 18 (Ramon Kelley, pastel). Hope to see you there!

The new show up in the Loft Gallery looks great! Have you had a look yet? More artwork is needed for the May/June show – please see Joyce!

Members will be attending the Night of the Artists Gala March 6-8, in St. Albert, courtesy of the ASSC. Enjoy yourselves and make sure you spread the word about the ASSC Loft Gallery and the 30th Anniversary Open Art Show to everyone you meet.

It is hoped that the members who have volunteered to handle the Casino in Camrose, March 18 and 19, enjoy themselves while they participate in this very important event for the Art Society and its future.

Spring is still probably 2 months or more away – so lots of time to get some artwork done, if not for the Spring Show, then for the Fall Show!

Regards, Sonja.

THANK YOU TO:

- Michele Telford, Antoinette Alleyne and Faye Boychuk for entertaining the Brownies on February 11th.
- to Antoinette for setting up, handling and storing away the DVD session on February 18th.
- to the Loft Gallery for a great February show in the Loft!



Antoinette with one of the Brownies!

MEMBERS' CORNER

Next Board Meeting: **Tuesday, March 3 @ 6:30 pm**, Ottewell Centre

Next Annual General Meeting: **Tuesday, March 10 @ 7:00 pm**, Ottewell Centre

Next General Meeting: **March 10 @ 7:10 pm**, Ottewell Centre

With New Members invited to meet at 6:15 pm

30th Anniversary Appreciation Day: March 28

30th Anniversary Spring Show: April 15 to 19

Student Art Competition: May 8 and 9

Mothers' Day Tea & Art Sale: May 10

Any new members who would like information on the Art Society and its programs and regulations, please join Sonja before the **General Meeting on March 10 @ 6:15 pm** in the Loft Gallery...a time for information and questions.

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.

The March General Meeting is the Annual General Meeting of the Society. Members will be asked to vote to pass the Annual Reports and Final Budget for 2015.

The March General Meeting is an important meeting to attend as we will be finalizing all the **30th Anniversary** details of the upcoming show and will be releasing them at the general meeting. We really need people to step up for the shift schedules that will be available at the March meeting. It is exciting and we already have people outside our membership signing up. Enrolment is currently low but we understand that there are a lot of people that will be waiting to see what they are entering. Don't let the **MARCH 29** deadline pass you by! Showcase your work and support the Art Society's 30th Anniversary! Remember ALL pieces will be shown and the jury will be jurying for prize money.

ASSC 30th Anniversary Appreciation Day – March 28, 2015

Did you volunteer in 2014? If so, the Art Society of Strathcona County would like to thank you. On **March 28**, in the Ottewell Centre, you are invited to:

- A Fashion Show by E. G. Style at 10 am
- Tips on Shady Plants by Greenland Nurseries at 11 am
- A Catered Luncheon by Cena Catering at 12:30 pm
- An inspirational message from Artist, Sharon Foster Moore, from 2 to 3:30 pm

Please register before **March 10** through the Members' section of the ASSC website, so we have an account of members attending for the luncheon order.

HAVE YOU ENTERED YOUR ARTWORK???

To celebrate 30 years of promoting visual art in Strathcona County, the
The Art Society of Strathcona County
Is Proud to Present
A Special Open Art Show
Show Dates April 15 to 19, 2015
at the A. J. Ottewell Community Centre (Red Barn),
590 Broadmoor Blvd, Sherwood Park



- Open Art Competition for All Alberta Residents
- Cash Prizes, Gala Reception
- Categories for Visual Art in Various Levels of Skill - including 3D, Photography and Digital
- Entries will Close **March 29**, 2015
- Check our website for the Show Call: www.artstrathcona.com

ENTER online via the website. **Deadline for registration is March 29, 2015**

THE LOFT GALLERY & GIFT SHOP

Open Saturday & Sunday from 12-4 pm

The Loft Gallery Rotation has some really exciting pieces. Be sure to stop up and see what members are creating. The next Rotation starts in May and we need you to register by April 1st. Drop off is April 27 at 4 o'clock with lists needing to be in by the April Meeting. Diane Sapara will be our feature artist. The Mothers' Day Tea will be held at that time so we hope to have new people stopping by and checking us out. Check out the new Jewelry case - if you wish to put some jewelry into this just let us know. Gift Gallery submissions will be received at the March meeting so if you are interested in putting items into the Gift Gallery email Joyce at joyceboyer@shaw.ca and we will send you the information that you need. If you want to add to your gift gallery inventory please bring items to the meeting so that Kay or Joyce can sign them in.



BEAUTIFUL SHOW IN THE LOFT GALLERY!

LIBRARY NEWS

The Business of Art

Your ASSC library has acquired two new books this month to expand on Joyce Boyer's informative presentation at the February meeting on how to sell your artwork. The first book is the one that Joyce recommended.



How to Sell Art by J. Jason Horejs

Horejs has been in the gallery business for over 18 years and knows of what he writes. The book covers the entire selling process, with a good portion of the book focused on building long-term relationships with potential buyers. It's an easy read and is well organized with clear section titles.

If you're not ready to sell through a gallery yet, even our own Loft Gallery, you'll still benefit from reading our second new book about how to generate some income from your art.

Art Inc. by Lisa Congdon

Lisa Congdon is a professional artist who, in this book along with other successful artists, presents many other ways you can make a living from your art – licensing, prints sales, teaching, etc. The chapter on promoting your art in the digital world is particularly useful. If any of this appeals to you, there's good advice on showing your work, branding your business and developing your business plan.

And if you just want to investigate how to promote yourself and your art, we have books for that too. Check out the business section of the ASSC library at the March meeting or come and talk to us at the library table.

Regards, the Library Crew ~

Christina Lindsay, Val Holts, Judy Fairweather, Carol Benson, Leslie Degner, Jean Wall, Vern Wall, Linda Morrow



MARCH/15 NEWSLETTER UPCOMING WORKSHOPS

WINTER/SPRING 2015

March

- Paint Along DVD - March 4 (10-2pm) - Painting Stunning Landscapes from Photos - Lessons 7 & 8 with Johannes Vloothuis - Cost \$5
www.improvemypaintings.com
- Life Drawing - Monday, March 9 (6:30-8:30pm) - Cost \$15
- Karen Richter - March 13 - Composition & Design "A Successful Painting Right From the Start" - Cost \$50
- Karin Richter - March 14/15 "More Acrylic Painting with Karin Richter" - Cost \$100 members.shaw.ca/karinrichter
- Paint Along DVD - March 18 (10-2pm) - Painting a Still Life in Pastel - by Ramon Kelley - Cost \$5 www.sunsetartgalleryofamarillo.com/ARTISTS/Kelley
- Tracy Proctor - Encaustic - March 21/22 (10-4pm) - Cost \$100
www.tracyproctor.com

April

- Paint Along DVD - April 8 - Painting Stunning Landscapes from Photos - Lessons 9 & 10 with Johannes Vloothuis - Cost \$5.
www.improvemypaintings.com
- Sharon Lynn Williams - Mixed Media Collage - Friday, April 10 (7-10pm) and April 11/12 - Cost \$125 www.sharonlynnwilliams.com
- Gregg Johnson - Exploring Mountains in Watercolour - April 28 - Cost \$50 www.watercolors.ca

***NOTE:** All supplies lists and information for each workshop is listed on the ASSC website under workshops.

***NOTE:** With the popularity of the workshops registration is not official until payment is received.

***NOTE:** If cancelling a workshop, \$10 will be deducted from your refund.

Report by Elaine Tweedy/Workshop Co-ordinator

UPCOMING!!!

THE NIGHT OF THE ARTISTS

The Night of the Artists is on the weekend of March 6, 7, 8. This Gala Event is an evening of music, art and fun.

STUDENT ART SHOW, SALE AND COMPETITION:

May 8, 7-9 pm - Reception with Presentation of Awards

May 9, 11-4 pm - Show and Sale

This show is quite the experience and a great motivator! Let's support our high school students in Strathcona County and be energized at the same time! Please see Kay M. to sign up for shifts at this show.

MOTHERS' DAY TEA AND SALE

The ASSC will be hosting this event providing tea, coffee, baked goods and FUDGE! The Strathcona County Potters will be there too. Bring Mom, Grandma and the whole family!

Sunday, May 10 from 12-4 pm

Registration Fee of \$10 covers advertising and food. No Commission Charged on sales.

Registration will be accepted until space is filled (anticipate 12-15 artists showing 6-8 pieces each)

Originals, cards, prints, matted unframed art accepted. Cash and Carry sale.

Artists must provide: Own cards for each painting

List of paintings for cash desk

Artists must be in attendance during the show. Sign up at the General Meeting in March for a pleasant little task during the day! And spread the word to all Moms! (and families)

ACACA SHOWS 2015:

Public invited to:

Central: Golden Circle, 4620 - 47 A Avenue, Red Deer - June 19-21

swwright@shaw.ca

Northern: Senior Citizen's Drop-in Centre -5437 - 49 Street, Barrhead,

May 1-3 carlaf@xplornet.com

Southern: Medicine Hat College, Brooks, June 12-14

linlarochelle@shaw.ca

AND SPRING IS ALSO UPCOMING! (MARCH 20?)



GETTING TO KNOW YOU! ARTIST OF THE MONTH!

Elaine Forsberg has again undertaken the task of compiling autobiographies and pictures of our members along with their artwork for the newsletter. The idea is to have as many members featured as possible, so you are invited to send your information to elaine.forsberg@gmail.com

REMINDERS:

Please keep updating 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 2015 & they are also part of the application for the ASSC's annual AFA grant.

“LIKE” the ASSC on Facebook and please pass the message around!!!

SHOWING?

If you are having a show or an art event, please send your information to Julie Taylor, Newsletter Editor, at jamtart53@gmail.com for inclusion in the Newsletter!

ASSC WEBSITE: Peter Hahn - ASSC Webmaster

You are a member of the Art Society of Strathcona County and both you and the society would benefit if you expanded your Profile page on the website. Your name has been added to the database so you will have access to our website and the Member's Only section. To gain access to the Member's Only section, you will need to do a one time setup of your account and password.

- Click on the "Forgot password" link located beside the "Login" button at the bottom of the left column.
- Type in your email address and the 6 characters you see in the picture.
- You will receive an email giving you instructions on how to set up your account.
- Once this is done, you will have access to all membership pages.
- Be sure to visit the "How To Docs" section to learn how to setup your profile and include images of your artwork!!



ASSC Photography Group

Chuck Tweedy, photography news guy, is still on vacation!



Information regarding the photography group can be obtained by contacting Roy McLaughlin at: roymcl@shaw.ca

Wow - 30 Paintings in 30 Days! What an Accomplishment!

I recently participated in a 30 paintings in 30 days challenge from January 1st to January 30th. This was a great opportunity to get re-motivated for the new year and finish a lot of paintings I had started along with a few new ones. I endured. At the beginning, there were over 900 artists from United States and Canada. By the end there were about 350. There is something about having to pick up a brush every day that is truly exhilarating. So why join this challenge? The challenge is not about finishing 30 gallery quality "perfect" paintings. It's about getting in to the studio to try new things. It's about painting more often. It's about having fun and developing new habits! This challenge has changed the lives of many artists. Remember you are not doing this challenge alone.



Art Aspects - margaretklappstein@gmail.com - www.margaretklappstein.com

GETTING TO KNOW YOU - ARTIST OF THE MONTH!

Keith MacPherson

Keith MacPherson was born in Windsor, Ontario but only spent a few weeks there before moving on to Toronto. He lived in Victoria and Edmonton before calling Sherwood Park home.



His artistic beginnings began with pencil and ink sketches of fellow students in grade school before gradually moving on to political cartoons, watercolours, and pastels. Keith asserts that it wasn't until he became a student of Gene Prokop and Ann Waeland that he began to seriously explore the techniques of the old masters and he now paints exclusively in oil.

“Human dignity and three aspects of human relationships with their inherent struggles, present themselves as common themes throughout my paintings.”

Exploring - Our relationship with Nature (The Natural World) - Our relationship with Technology - Our relationship with Ourselves (Human Nature)

Keith is a Member of:

- Portrait Society of Canada
- Society of Western Canadian Artists
- CARFAC/Visual Arts Alberta
- Art Society of Strathcona County

“Fulton Street” (Oil on Panel)



“Garçon” (Oil on Canvas)

