

October 2018



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## Next General Meeting - Thursday, October 11th

Louisville Center for the Arts, 801 Grant Ave, Louisville

6:30 pm: Social/Networking , 7:00 pm: General Meeting, 7:30 - 8:30 pm: Demonstration

### October Demonstration

**Cindy Sewell Holman**

#### Using Social Media to Promote Your Art

Are you so overwhelmed with all of the marketing things you "should" do to sell your art that you don't even know where to start? Do you feel like the time you spend on marketing your work just isn't paying off? And what are you supposed to do when marketing feels icky—like you're pushing your work on people? Join me for this workshop and I'll share the tips, tricks, and tools to conquer marketing overwhelm, feel good about marketing and selling your work, and increase your sales!



[Visit Cindy Holman's Website](#)

## Meeting Minutes

[CLICK HERE](#) to read the September 2018 Meeting Minutes

Please be sure to read the minutes - you will be asked to vote to approve the minutes at the October meeting.  
Thank You.





### Mini Show Winner: Susan Honstein

Susan Honstein began this in a drawing group during a study of portraits. She loved the sense of directness and sensitivity in the subject (Rapper Kendrick Lamar) and was happy to let others see it although it can't be sold, since it is based on another's work. (And we can all appreciate the sensitivity to the ins and outs of displaying "different" work.)

## LAA Art Shows - Recent and Upcoming

### Winter Member Show

December 13 - 16

Donna Sorensen and Vince Dean are our co-chairs.

Look for more information coming soon.

### National Fine Art & Photography Show

Thanks to all who helped make the show a success!  
**A special thank you to Helen Harrison, who was the sole Chairperson for this show! She really went above and beyond to make this a really great show!**

[Click here to view the winners](#)

Number of Attendees was 1757  
and Artist's Profits were \$2929

## From Our President



### The Why Vs. The What

At our last member meeting, I threw out a few questions for all of us to ponder. These were some of the questions: "Why are we here? Why does the LAA exist? Why are you and I part of the LAA?" So why do I ask these questions?

The answers to these questions might seem obvious to you. We have a mission statement, so I guess that's why LAA exists. We are all here because we are artists. And we each have various reasons why we are part of the LAA. I began with the LAA to enter a show, then I enjoyed the workshops, and now because of my involvement, I see the big picture. So... What is the big picture? Why does the LAA exist? And where do you fit in that big picture?

I recently listened to a TED talk, where the speaker spoke about the companies that thrived and moved forward vs. those that stayed the same, stagnated or went backwards. Guess what? The difference between progressive companies vs. stagnating companies was not for the reasons one might think. The difference was that the companies that were growing and thriving were not asking themselves "What should we do next?" They were asking "Why? Why do we exist?" Once they were clear about the "why", the rest of the pieces fell into place. The "what" then came more easily and made more of a difference.

On the board, we frequently return to that question: Why? This helps us to set goals, to decide directions to head in that will benefit the LAA. I would love to hear from our members why you are part of the LAA. How does it make your life better and how can you make the LAA better? - Anne

### Board Meeting Information - October 27th

Time: 4:00 to 6:00PM

Location: Louisville Public Library

Members are welcome to attend. Contact Anne O'Rourke [orourkeanne8@gmail.com](mailto:orourkeanne8@gmail.com)

in advance to let her know you are attending.

### Nominations are being taken for the Board of Directors for 2019

Board of Directors meet once a month to plan, propose ideas, vote on motions, and keep smooth lines of communications between members by acting as Team Liaisons. This is a rewarding, exciting position to assist in the successful progress of our association. If you would like to be considered or would like to nominate someone, contact Anne at [orourkeanne8@gmail.com](mailto:orourkeanne8@gmail.com)

### Media Request Form

To have an event or information added to the Newsletter, Facebook or LAA Website or sent out in an e-blast, please submit a Media Request Form. Click [here](#) for a link to the Media Request Form.

### Reimbursement Request Form

To be reimbursed for an LAA expense you must submit your receipt and complete an LAA Reimbursement Request Form. Click [here](#) for more information and to download the form.

## LAA Member Programs

### Portrait Painting

October 13th, 9am - Noon

Louisville Center for the Arts, 801 Grant Ave.

All artists interested in drawing/painting photographing a clothed figure are welcome. Contact: Nedra Newson, 303-494-1816. LAA Members Free; \$10 for non-members. Everyone tips the model.

### Art in Public Places (AIPP)

The AIPP program supports LAA member artists who choose to show and sell their work. [Website Link](#) for list of venues, schedule and ID tags. Please use LAA ID tags. To sign up, contact Cheryl Whitehall at [cherylwhitehall42@gmail.com](mailto:cherylwhitehall42@gmail.com)

### Drawing Study Group

Tuesdays 9:30 - Noon, Oct 9,16,23,30

Alfalfa's Community Room in Louisville.

Contact Helen Harrison, at [helenhh@mac.com](mailto:helenhh@mac.com) No registration is needed.

### Marquetry

October 6th, 8:30am - Noon

Louisville Center for the Arts 801 Grant Ave.

FREE! Come by and see how this is done. For information email Ellen Kisker [eeekisker@gmail.com](mailto:eeekisker@gmail.com)

### Plein Janes/Joes Schedule

We gather Friday mornings from about 9 to around noon, providing an opportunity to work at an outdoor site with other artists. Open to all LAA members and friends, PJ's is free and suitable for all levels of experience. Usually the group will be spread out around the location, in small groups, or off solo. Most stay till around noon, but the loose structure allows for abbreviated and extended sessions. It is up to you to come and go as you wish! In case of inclement weather, artists should make their own decisions about attending.

Oct. 5: "Roofs capes" of Boulder from top level of Spruce St. Parking Garage

Oct. 12: Bobolink Trailhead, South Boulder Creek

Oct 19: Munson Farms

Oct. 26: Lafayette Historic Cemetery

For more details, please click [here](#) . We hope you will come join us! -Wynia Clute and Jane Elvins

October is the end of our season. Looking forward to gathering again in May 2019!

## Volunteer Positions Open

*We are a volunteer organization, everyone needs to volunteer to help out to keep our organization thriving and provide the great art resources we all benefit from! What would you like to do?*

### Event Hospitality Coordinator

### Coordinator for Set Up/Take Down at Member Meetings

For more information: Contact Patti Harrison, 303-216-2755, [mspharrison@yahoo.com](mailto:mspharrison@yahoo.com). We need coordinators to take a month or two to coordinate set up and take down. You don't have to lift anything if you're not able. We need someone to let people know how to stack chairs 8 high, how to fit them into closet and leaving 4 tables

Do you like a good party?! Consider hosting our receptions at the 3 art shows we have each year. Time commitment: about 4-5 hours, 3 X a year. As coordinator, you will decorate the tables for food and refreshments, direct our volunteers for set up and take down of the food and drink. Janis Buck has been our host for many years now and she will be happy to assist you with what you need to do. Let's get this party started! **We are in need of a Fall Member Show Coordinator right away.**Contact: Janis Buck, [Janisbuck4@gmail.com](mailto:Janisbuck4@gmail.com) or Anne O'Rourke [orourkeanne8@gmail.com](mailto:orourkeanne8@gmail.com) for details.

**Thank you to Colleen Tucker who will be taking over AIPP in January.**

**Thank you to Nancy Caballero who will be taking over Open Studio in January.**

and a few chairs up when we leave. Arrive at 6pm and leave when all the furnishings are put away - 8:45. Sign up in advance for a few months that you help out with this.

## **2 Workshop Coordinators Needed**

Have you enjoyed taking our workshops or Dabblers? If so, maybe you would like to contribute to the professional, high quality workshops we offer. We need 2 coordinators for workshops for 2019. You will work with a creative team of 5 to plan for workshops for the year and coordinate with the artist instructors and the workshop participants. For more information, please contact [Cynthia Grossman](#) Or [Anne ORourke](#).

## About Our Members

### Welcome to Our New Members!

Karen Zumbrun  
Rosanne Schwartz  
Judith Brush



### **Member Interview: Paula Fossum**

Paula Fossum was living in New Jersey pursuing her master's degree, studying both elementary and special education, when she took off on a trip to Maui. Fate happened. She met Kyle in that romantic world, and the two married, and ended up back in New Jersey.

Kyle subsequently found New Jersey, he said, "too cold, too fast, and too crowded." The couple stayed for a bit, and then moved to Atlanta, a place close to his dad. Ah. Much warmer. There they remained for 30 years, had 2 kids, Sarah and Alex, and enjoyed the weather much more.

Paula did some painting, but not yet with wild abandon since she was teaching and had two children to raise. They finally retired (Kyle first) and moved to Colorado, discovering a house near his sister in Lafayette.

Then Paula encountered a pastel exhibition by Nancy Wylie and was stunned by their beauty. They were so impressive that she emailed the artist, took a workshop with Nancy, and invested in pastels, paper, and so much in the way of materials that there was no way she could ever withdraw. The somewhat messy, dusty commitment had been made. She was captured.

She also studied with LAA's Donna Flebbe and Lydia Pottoff while exploring other paths as well. In Atlanta's Fox theater, she had volunteered as an usher in order to score tickets, and began to do the same at the Denver Performing Arts Center. Travel was a happy pastime too, as they visited Georgia, parts of Colorado, and New Jersey, as well as honoring a commitment to return to Kyle's Maui in the appropriate season. They still love the travel.

Paula's pastels continued to appear as she acquired artistic connections around Colorado. Mostly, it was landscapes that lured her. She uses her own photo references a good deal, keeping the likelihood of windblown color under control in her home studio, where having this space of her own delights her. Paula also produces photo cards of her

original pastels. She is a member of the Pastel Society of Colorado as well as LAA. She has won ribbons at the Lafayette Senior Center, Particulars, and LAA shows. -McKee

### LAA Homeless Art Program

Your new and used art supplies are needed by our member Susan Stephans for the homeless. She provides a weekly free art workshop and helps attendees create, show and sell their art. Can you help? We need new or used acrylics, tempera paint, watercolor, canvases and good paper. If you can help, bring your items to the September meeting. Look for a blue polka dot collection box at the meeting. Please contact Susan Stephans [susan@operant.com](mailto:susan@operant.com), if you can donate new or used supplies. Thank you.

## 1-3 Day Workshops

**Workshop Time:** 9:00am to 3:00pm

**Location:** Louisville Art Center unless otherwise noted.

**To Register:** Go to our website, <https://www.louisvilleart.org/workshops--classes.html>

**Contact:** Cynthia Grossman at [cyn06@yahoo.com](mailto:cyn06@yahoo.com) for more information

### LAA Member Coupon Code: LAA2018

One day workshop Fees: Members will pay \$50 and non-members will pay \$70.

Three day workshop Fees: Members will pay \$200 for the 3 days and non-members will pay \$250.00 for the 3 days.

*If you decide you would like to be refunded for a workshop, please do so by contacting Cynthia Grossman, [Cyn06@yahoo.com](mailto:Cyn06@yahoo.com), and she will contact our treasurer. You will be refunded by check. Please do not dispute the charges online at our website.*

### 1-Day Workshop - Tuesday, October 2nd

#### Jeanne Hougen - The Power of Composition

Description: In this workshop, you will dive deeper into the vast ocean of composition. Learn to stop mindlessly copying other artists work, or to being a slave to your reference material, and begin the journey of creating your own unique compositions. You will engage in painting exercises created to develop the design sense inherent within each one of us. You will learn terms like variety, balance, emphasis, and rhythm, and how these concepts have been used by master artists throughout the ages.



[Register for Workshop](#)

### 1-Day Workshop - Saturday, November 17th

#### Photographing Your Art Work

November 17: Steve O'Bryan, Photographing Your Art to Sell, In this workshop, we will: 1) Focus on essential guidelines and techniques to create your own "best images" of your art, without a lot of expensive equipment; 2) Review how to best prepare your images for submission to juried shows and/or for use on social media or printing; 3) Provide some hands-on set-up and shooting of art pieces



[Register for Workshop](#)

## Dabblers Workshops

### Do You Have a Great Idea for a 3-hour Dabblers?

Our Saturday Dabblers are designed to give our members a chance to explore a new art method, medium, or approach in a short session. It's a "whet your whistle" opportunity, a chance to explore, sample, and dabble a bit. LAA Dabblers involve a limited, low-cost supply list, and a sense of adventure. We are starting to plan for our 2019 programs. If you have an interesting idea/skill/technique that you'd like to share with fellow artists in the Dabblers format, contact Steve Markman to discuss: [smarkman@me.com](mailto:smarkman@me.com)

## Calls for Entry, Classes and Other Opportunities

### Create a Marketing Plan for Your Thriving Art Business

Cindy Sewell Hohman is offering an online art marketing class. She is working in partnership with the LAA, so that if you sign up for her class, the LAA gets a commission. This is a win/win: you receive invaluable ideas for marketing your art and the LAA receives a commission. Check it out! Click [here](#) for the link. After completing my 6-week course, "Create a Marketing Plan for Your Thriving Art Business": You will know what to do daily, weekly, and monthly to sell more art. You will feel good about marketing your art since you will be creating a plan based on authenticity rather than doing what everyone else is doing. You will have clarity and confidence about marketing your work. Marketing will go from being something to avoid to being easy to manage. You will sell more work.

### Pastel with Diane Wood

This class is held thru the City of Longmont October 9, 16, 23, 30 at the Longmont Recreation Center on Quail Rd next to the Longmont Museum. Diane's email is: [diane@woodcolorado.com](mailto:diane@woodcolorado.com)

## Members New Artwork



Ani Liggett  
"Willie" - Pastels  
[drani1081@gmail.com](mailto:drani1081@gmail.com)



Carol J. Walker  
"Two at the Waterfall" - Photography  
[www.LivingImagesCJW.com](http://www.LivingImagesCJW.com)



**Chris Jehn**  
"Tall Sandstone" - Acrylics

[www.absolutearts.com/portfolios/c/chrisjehn7](http://www.absolutearts.com/portfolios/c/chrisjehn7)



**Nancy Sullo**  
"Sue" - Watercolor

[nancysullowatercolors.com](http://nancysullowatercolors.com)

#### **Officers**

**Anne O'Rourke**, President, Flipcause roll out, Grant Team-SCFD  
**Maureen Riesco**, Vice President, Communications Team Liaison  
**Lynn Berggren**, Treasurer, Grant Team-SCFD  
**Cindy Mayhew**, Ex-Officio Board Member; Financial/Administrative Assistant; Secretary at Board Meetings; Membership Chair; Show Treasurer; Grant Team-SCFD

**For the full list of Board Members and Volunteer Coordinators, see our website at:**

<https://www.louisvilleart.org/board-of-directors.html>

#### **Directors**

**Emilie Parker**, Show Support Team Liaison (NFAS), Mini-grant coordinator  
**Tammy Pelnik**, Members Programs Team Liaison for Workshops/Demos/Dabblers; Liaison for LCC  
**Patti Harrison**, Show Support Team Liaison-Spring Member Show, Youth Art Show and Member Theme Show; Members Programs Team Liaison for featured programs: Marquetry, AIPP, Open Studio, Drawing study Group, Portrait Painting, Plein Janes.  
**Rick Newell**, Fundraising Team Liaison; Taste of Louisville  
**Kim Roller**, Fundraising Team Liaison; Louisville Fall Festival  
**Malene Mortenson**, Show Support Team Liaison- Fall Member Show; Sign-Up.com  
**Carol Corsell**, Community Liaison; Member Meetings Team Liaison; Pop-Up Galleries; Coordinate monthly member meeting set up and take down