



# Brush • Palette



Celebrating Our 57th Year • September 2022



## President's Message

*"Art deteriorates when it is done for the audience."* – James Pierce

### Are we cool yet?

I'm writing this on the last day of our week-long hot spell. My art studio is an upstairs bedroom that gets very stuffy and hot even though we have air conditioning. But as most of you know, we've been asked to cut back on our power usage during this heat wave so my drive to paint became very low – my brain an empty canvas.

### The Challenge Continues

Current participants have decided to continue the *Painting-a-Day Challenge* through September and possibly into October. Due to hot weather and other interruptions, I have not been successful in creating a large quantity of art. But I hope to get back to it now that the days are cooling. If you have not joined us, I encourage you to give it a try. Email me if you'd like to participate.

### To Market or Not to Market ...

... this is the question. Searching what currently seems to be empty corridors of my brain, I've decided to write about my most recent art decision. It started about eight years ago while attempting to figure out how to market my art. I already had a website and was setting up a Facebook business page. The big question – whether to approach galleries. I eventually came across a program offered by a gallery in Scottsdale, AZ. It started with a questionnaire to determine what was most important to an artist. I determined that money was not my primary goal; having an appreciative

audience was more important. Eventually, I signed up for the 16-month program as the tuition was reasonable and I could learn a lot about marketing. In hindsight, this was a good decision but not the best one for me.

I've never been good at marketing myself – even as a Girl Scout I couldn't sell cookies! I just have a difficult time tooting my own horn. But I completed the program and all the paperwork, and even had a plan with specific galleries in mind – over 200 to approach. Well, I sent two emails and that was it as there was always some excuse not make that initial contact.

One of the major marketing "rules" was that your art had to have a consistent theme and style. This makes sense since galleries are in the business of selling art and if your art sells, they will want similar work. I tried to follow this scenario but I kept wanting to try new things; continue to develop my style and subject matter.

I found myself in the unfortunate position of creating art for marketing and not feeding my creative path. Painting began to feel like a chore or "job" not to mention the huge amount of time that marketing requires. So, I've decided not to pursue galleries and will continue to explore online opportunities through competitions, and just paint for myself. As I'm a "senior" painter, I feel that time is no longer on my side. Life gets shorter and I need to fill my days with love and passion. My final decision is that my art's "business" life will be ending sooner than I initially planned. This leaves me feeling much better!

*Diann Klink*



# Competitions • Artist of the Month

Thank you to all our talented artists who participated in the August competitions for Artist of the Month and Blue Ribbon Gallery. The first-place ribbon recipient in Artist of the Month is now eligible to enter into the Blue Ribbon Gallery for the remainder of the year.



**First Place**  
*Lynn Rogers*  
"Salisbury Cathedral" • Oil



**First Place**  
*Elton Glover*  
"Pink Rose" • Acrylics



**Second Place**  
*Jennifer Glover*  
"Hansville Sunset" • Acrylics



**Third Place**  
*Rob Kambak*  
"Grain Elevator 2" • Watercolor/Ink



**Second Place**  
*Liyuza Eisbach*  
"Buffalo" • Acrylics

**Competitions continue next page**



## Competitions (cont.)

### Blue Ribbon Gallery



**Denis Wik**

"Playing with Dinner" • Acrylics



**Smruti Kurse**

"Radiance" • Oils





**GET READY for our  
Festive Holiday  
Meeting!  
Saturday • December 3  
12:30–3:30 p.m.**

You would think it too early in advertising our holiday meeting but you should have plenty of notice so you can start creating your ...

**Artists Trading Cards (ATCs)**

Artists Trading Cards are original works of art that are created on 2.5" x 3.5" pieces of material the artist chooses (e.g., canvas, paper, board, ...) in any medium chosen. It would be great if everyone participated to help make this a fun part of the meeting's festivities.

Please create no more than two (2) ATCs and bring them to the meeting. The cards will be put on display prior to the time we start trading and then transferred to their own envelopes. Those who created ATCs are eligible to exchange ATCs until there are none left to trade.

**Examples of past ATCs:**



Thank you, artists, for participating in the Guild's 24th Annual Art Show!

**Friday, October 14  
“Preview the Art”**

Slideshow goes Live on YouTube.com

**Saturday, October 15, 1:00 p.m.  
Reception & Ribbons Awarded  
Jeff Braunschreiber • Juror**

**Reception Limited to 100 Attendees!**

- Exhibitors, Guild members, friends, families, are invited to join the Zoom Reception.
- Guild members to provide the names and email addresses of non-members who would like to attend in order to receive a proper Zoom invite. If the Zoom Host does not recognize an individual, they will not be admitted.
- Admittance into the Zoom Reception is on a first-come, first-admitted basis. The meeting will not be recorded.

## Direct from Brazil via Zoom we present... Thiago Mendes • Artist

Thiago (pronounced Chee-ah-go) provided a talk and presented a slideshow of his most recent and beautiful works of art. Many art pieces are created on full size sheets of watercolor paper and are painstakingly depict many aspects of Brazilian culture, mystic, and the beauty of indigenous life there – each painting having a backstory.

Thiago was born in Brazil, and has always been involved in art whether creating art on his own or through private tutors. He received his BA in painting and sculpture in 2012, and his Post-Baccalaureate in studio art from the San Francisco Art Institute in 2016. In 2021, he received his Masters of Fine Art at Mills College.

As you will see by some of the following examples of his work, he's a very creative individual!





# August Drawing & Painting Challenge

On August 20 and September 3, participants met over Zoom to share their creations of the week.



**Diann Klink** shared an on-going abstract using only four color fields in transparent acrylic and fluorescent paints.



**Jude Tolley** created a beautiful portrait in pastel on paper.



**Smruti Kurse** created a lantern that illuminates outside of her studio.

**Barb Overholt** • Having been away from using acrylics for years, shared a recent inspiration of a French landscape created in acrylics.



**Jennifer Glover** kept busy with a plethora of sketches too numerous to show here that included "Jasmine" (top) and a lovely floral bouquet (right).



# Members Enjoy the August 27 Membership Meeting

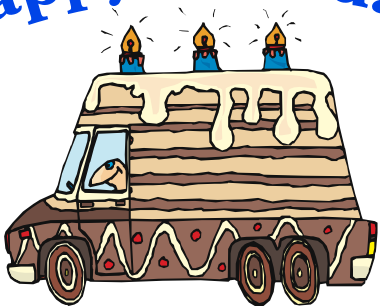


## The Abstract Group with Diann Klink

Although the Abstract Group didn't meet up in September, that didn't stop Sharon La Bouff from creating on her own. Below is an abstract she created using only a palette knife. Bravo!



### Happy Birthday!



**September**

Elton Glover • Claudia Gray  
Diann Klink • Lucy Letcher  
Lynn Rogers





## Executive Board Minutes September 8

The Board met via Zoom and the Business Meeting was called to order at 2:05 p.m. In attendance were: President Diann Klink, Treasurer Sharon La Bouff, Secretary Kris Rogers, Membership Chair Barb Overholt, Programs Chair Jennifer Glover.

### **Website Spam Plug-ins (Barb, Lynna)**

Barb reports we are still receiving spam. There have been no inquiries from potential members. Also, the text for the tabs on the website are not in sync with one another. Barb will ask Lynna to fix these issues.

### **New Art for Website Gallery**

The Board confirmed the deadline date for new art submissions by artists currently participating in the Artists Gallery as **October 31**. The approaching deadline will be mentioned in the September newsletter and Membership Meeting, and via email.

### **Demonstrator Updates (Jennifer)**

Jennifer met up with Linda Curtis at the Kings Mountain Art Fair. Linda is confirmed as our demonstrator for September 24 Membership Meeting via Zoom. Rebecca Holland is scheduled to be our demonstrator for October. Joie McClements is confirmed to demonstrate in January. Diann was scheduled for January but will be happy to move to whatever month she is needed.

### **Annual Art Show (Barb)**

18 artists are in the show this year. Tasks necessary for a smooth running show are ahead of schedule. Barb will send out an invite to our members for sending to friends and family who may want to attend the Opening Reception.

### **Treasurer Report (Sharon)**

18 entries in the Annual Art Show = \$450  
Juror Fee = \$100

To save on postage, Sharon suggested awarding the ribbons at the October Membership Meeting and the Board agreed.

### **Miscellaneous**

Barb suggested that we field questions from membership regarding the upcoming procedure in submitting art for the monthly competitions at the September Membership Meeting. She also recommended that the Hospitality Chairs and Awards Chairs be invited to the October Business Meeting to discuss and familiarize everyone with the new meeting and time format. The Board was in agreement.

Meeting was adjourned at 2:40 pm.

*Respectfully submitted,  
Kris Rogers • Secretary*

## Notice

To ensure everyone feels comfortable meeting in person, the Guild requires all attendees to show proof of full vaccinations and boosters at the door to the **October 22 Membership Meeting.**

Vaccination information will be kept on file.

*The Guild's Executive Board and Officers typically meet the second Thursday of the month. Guild Members are welcome to attend this special meeting. Contact Diann Klink, diannklink@gmail.com of your interest in attending.*





## Upcoming Meetings

*It is membership's responsibility to be proactive in acquiring demonstrators for Membership Meetings!*

**Contact Programs Chair Jennifer Glover: [jenn.glover11@gmail.com](mailto:jenn.glover11@gmail.com)**

**September 24 (1:00 p.m. via Zoom)**

- Artist of the Month and Blue Ribbon Gallery Competitions
- **Demonstrator: Linda Curtis • Casein**

**October 15 • 1:00 p.m. via Zoom  
24th Annual (Online) Art Show**

**October 22 • IN PERSON MEETING!  
12:30–3:30 p.m.**

- Artist of the Month and Blue Ribbon Gallery Competitions
- **Demonstrator: Rebecca Holland • Clouds**

**November – No meeting • Happy Thanksgiving!**

**December 3 • 12:30–3:30 p.m.  
Holiday Potluck Meeting!**

- **Final Competitions for:**  
Artist of the Month and Blue Ribbon Gallery
- Election of Officers for 2023
- Reminder of Membership Renewals
- Exchanging ATCs (Artist Trading Cards)
- Enjoy Members' Festive Holiday Potluck

# October 22, 2022

## Membership Meeting

We're looking forward to meeting in person after two years of meeting on Zoom. The following information is to remind our qualifying artists of the art submission process for our monthly competitions and to everyone of our meeting format.

### In Person Competitions & Submission Process

- Qualifying artists wishing to enter the monthly competitions will continue to submit their art images to the Awards Chairs via email.
- On the **first day of the month**, membership will receive (via email) an "Online Submission Form" with instructions on how to submit art images.\*
- Qualifying artists have from the **first to the 15th** of the month to submit their art images.
- Competing artists **must be in attendance** and bring their original art in order to compete.
- Since art images have already been recorded, Awards Chairs will provide each competing artist with a corresponding number or letter to hang on the competing art and will direct the artists to place their art on the display tables.
- Membership and guests will vote using physical voting slips.



#### \* **New to submitting images online?**

We're here to help you.

Contact the following individuals if you need help with this process:

Elton Glover • EGlover10@gmail.com

Jennifer Glover • jenn.glover11@gmail.com

Kris Rogers • krisrogers007@gmail.com

### Membership Meeting Time & Format

The following is the meeting format beginning **October 22, 2022:**

- **12:30 p.m.** – Door opens for members and guests.
- The Membership Chair will record proof of vaccinations and boosters from everyone entering the meeting facility.
- Wearing a mask is encouraged but not required.
- Sign in at the Membership Table.
- **12:30–12:50** – Competing artists to acquire a number or letter corresponding to their competition entry at the podium.
- **12:50** – Entry into competition ENDS
- **12:50–1:00**
  - Voting slips distributed
  - Members and guests vote
- **1:00–1:15** – BEGIN meeting; announcements
- **1:15–2:45** – Demonstrator
- **2:45**
  - Competing artists talk about their art
  - Awards presented
  - Individual photos taken of award recipients for the newsletter.





# Updating Artists Gallery on Website

For Guild members currently exhibiting their art on the Guild's website, you are invited to submit new art images by **October 31, 2022**.

Artists currently displaying art on the website, look to your email for specific instructions on how to submit your new images.

Qualifying Guild members not currently exhibiting on the website who wish to participate – we will be accepting your art images some time after the first of the year. A deadline date for image submissions will be set and announcements made at Membership Meetings, through "Brush and Palette," and email. A sign-up sheet will be available at December's Membership Meeting and instructions will be sent to those interested after the first of the year.



## Special Announcements

**Diann Klink's** art entitled "Red Skies" (right) was accepted into the Diversia's 28th United Nations Calendar Group Exhibition. The exhibit focuses on international events and critical situations recognized by the UN.

There will be an online group exhibit for a full month and awards presented. The art will also be published in an exhibition catalogue available in both online and print versions. Congratulations Diann!



# Online Instruction • Workshops • Competitions

## Competitions

- **www.LightSpaceTime.art** – Monthly online competitions.
- **CaFÉ • <https://www.califoreentry.org>** – Signing up required to enter and participate in a variety of “Call to Artists.”
- **www.internationalartist.com** – Bi-monthly magazine showcasing artists from around the world in digital or print formats; competitions, workshops, podcasts.

## Workshops • Courses • Instruction • Tutorials

- **Triton Museum of Art** – [www.tritonmuseum.org/learn](http://www.tritonmuseum.org/learn)
- **Scottsdale Artists’ School** – <https://scotsdaleartschool.org>.
- **www.OnlineArtLessons.com** – sign up for free art lessons in your email each week, free tutorials.
- **The Virtual Instructor** – [www.thevirtualinstructor.com](http://www.thevirtualinstructor.com)
- **The Best Online Courses for 2022** – [www.creativeblog.com](http://www.creativeblog.com)
- **www.JerrysArtarama.com** – Free art instruction for a variety of mediums.
- **www.ArtistsNetwork.com** – Free tutorials and lessons. Become a member and receive access to a variety of content – videos, newsletter, discounts, magazines, ebooks, and instruction.
- **YouTube.com** – has a wealth of how-to videos.
- **www.WinsorNewton.com** – An abundance of information including the origins of color, its history, and application.