

# Williamson County Art Guild

October/November, 2007, Volume 237

*Building Community Through Creativity*

## **PEDDLING YOUR ART**

There are a million great articles out there about Art Marketing. Maybe you want to sell PUMPKINS. While visiting with friends last week, I said, "What can I write as a headline in the next newsletter" We had been talking about tons of marketing ideas and they both said, "Why don't you put in writing what we have been talking about" So here you are. Before I begin this adventure into my own experiences in "art-marketing", I want to thank Fred Bolgen, for not only being a fearless leader but for providing the great venue we have in Georgetown to exhibit our art. Framer's Gallery is helping put WCAG on the map. We have a place to hang our work, the gallery gets lots of foot traffic and there is constant support for our art and our group. So this is not about local marketing. I'm going to get more basic...and more advanced. **BASIC:** Ok, **Business Cards.** You can get business cards easily these days, simple or complicated, cheap or expensive. Online, [www.gotprint.com](http://www.gotprint.com) or [www.vistaprint.com](http://www.vistaprint.com) will print 250 for a little as \$8.95. There are printshops nowadays that will print in house for as little as \$20.00 for 100 to 200. There are many types of software available, you might already have some in your computers, that will print business cards. You need them. You are good enough and they are an excellent



marketing tool for the galleries and businesses where your art is hanging. Business cards give the galleries or businesses an excellent tool for selling your work. The more professional you appear, the easier the sale.

**ADVANCED:** For years I've been nagging my son to start selling his products online. ([www.rsresources.com](http://www.rsresources.com)) Anyway, I decided it was time to practice what I was preaching. Ok, how do I sell my art online. Do I sell originals?, Prints? What? The first place I ended up online was at [www.emptyeasel.com](http://www.emptyeasel.com). What a lucky break! This website is the most professional and informative I have ever visited. It lists all art-selling websites, shows which ones are getting the most traffic and describes each one in detail. It has articles about tags, metatags, setting up blogs and search engines. I told myself, this is the way of the future so I'd better learn about it. After about 6 weeks of researching, I decided to list my art on a website that sells prints and giclees only. If I sell an original locally, I can just remove the art from the website. My art is now at [www.imagekind.com](http://www.imagekind.com). Please go look. If I get lots of hits, it looks good.

In the search line, just type in Nosler, since I'm the only one out there with that name, if comes up easily. If you go to google and type in Nosler, you'll get my uncle who makes bullets mostly so be sure you go to imagekind. They operate via tags, so you can also type in the word "lucid" and it will pull up some of my stuff, or "post-impressionism" and it will pull up my stuff next to Paul Gauguin. Or type in the search area "Tahiti" Amazing, yes!. I started out with their free version, and have now switched to the "Pro" version for \$7.99 a month. So far, I've had lots of hits, no sales, but I've only been there for over a week. Imagekind is located in Seattle, so that was my choice and only time will tell. Here are some of the better recommended places to sell your art online. Each has it's own advantages and disadvantages. At <http://emptyeasel.com/art-market/comparison-chart-b/> there is an excellent chart comparing many of the better known art selling websites. Art galleries are also listed on these sites. Here are the best of the lot. [www.boundlessgallery.com](http://www.boundlessgallery.com), [www.redbubble.com](http://www.redbubble.com), [www.yessy.com](http://www.yessy.com), [www.artist/rising.com](http://www.artist/rising.com), [www.picassomio.com](http://www.picassomio.com), [www.artflock.com](http://www.artflock.com), and [www.artbuyers.com](http://www.artbuyers.com).

If you have a computer, take the time to do some research at these sites. We all know that the internet is the way of the future and it's time to think about expanding your sales worldwide. When you look at these websites, you will think, hey!, my stuff is as good as that, maybe I should try it!" If that is the case, I hope this brief article is helpful. All of the above websites are not linked to this newsletter so you will have to type them all in manually or cut and paste. Enjoy! *Sue*

## ART FOR ANIMALS - A Chocolate Affair

(email from Jackie Carey)



"Thank you so much to the Williamson County Art Guild for their support for Art for Animals 2007 - A Chocolate Affair. The

event was a huge success with close to 500 people attending and \$8900 being raised for the Animal Shelter. Thank you to the many artists who donated their beautiful pieces of art for our auction. Thank you to Fred Bolgen for helping with the minimum bids on the artwork and for lending us the guild's art racks and a big thank you to Carol Matthews for her help and for suggesting we get the artists involved in the event in the first place. We are now planning Art for Animals 2008, and hope to have your wonderful work again."

Sincerely,

Jackie Carey, Shelter Mgr  
Georgetown Animal Shelter

**Nancy Brown** will be teaching the following classes in her beautiful home studio;

**Beginning Watercolor:** October 22, 29, & November 5; 6:00-8:30pm or **Intermediate Watercolor** October 23, 30, & November 6; 6:00-8:30pm. Each group of classes will cost \$90.00. The classes will be in her home studio. Her number is (512)869-7790. Nancy's beautiful transparent watercolors can be seen at Framers Gallery and A Floral Expression, on the Square in Georgetown.

Nancy Brown's work is distinguished by her organic shapes and strong sense of design. The pull toward organic shapes allows her to be a realistic painter using abstract design in florals, still lifes, and figurative artwork. "I like to experiment with different media, but always return to watercolor. A good design, an original concept and a sprinkling of great techniques combine to create magic. I love the interplay of positive and negative shapes, and feel that is what makes my work unique". Nancy Brown holds a Bachelor of Fine Arts Degree. She has continued her studies through workshops with Diane Maxey, Robert E Wood, and Frank Webb. In addition, Nancy has studied with Mary DeLought-Arendt, Dick Phillips, and Susan Diehl. She has shown her work in art galleries and juried art shows.

## ART QUIZ:

1. Name of Artist? 2. Name of work? 3. Where is it? 4. What year completed? This is possibly one of the most famous works of all time. The first person to contact me via EMAIL can pick next month's ART QUIZ work.....**But you have to answer all 4 of the above questions.**



Last month's winner was Willie Holmans although I hesitate to give him too much credit as he gave me lots of grief regarding this work. First, he spelled his name wrong, on purpose, no doubt, then he whined about

the question...."what kind of art is this". which I also suspected he knew all along. Anyway, wily Willie wins. The artist is Andy Warhol, the style that he helped make famous is **POP ART**



Born Andrew Warhola, August 6, 1928, in the industrial city of Pittsburgh, Pennsylvania, Andy Warhol is best known for his exploration of Pop Art, mass producing images of mass produced objects. His most famous works depicted Campbell's soup cans. Enlarged, hand-painted or silkscreened, framed, and hung

in an art gallery, Warhol succeeded in turning these mundane images into ironic "art". Warhol experimented in media such as film, sculpture, paint, and silkscreen, but perhaps his greatest work was his invention of himself as an **international celebrity and pop culture icon.**

## Massacred Metaphor 2

"The ballerina rose gracefully en pointe and extended one slender leg behind her, like a dog at a lampost"

## From the President

I am very pleased with the way this group is going. We have a very active group, with lots of activities, a great board of directors where each officer is doing their job and doing it well. Thanks. We have new ideas and suggestions coming from the membership, where it should come from. Our membership is growing each month; I've even found some people paying twice just to make sure they are in. Now, if you want to do that, please use cash in an envelope with my name on it, just kidding. Our new meeting place is turning out to be the best yet. The Winburg's are great hosts. Our meetings are very informative and interesting. We have a full gallery each month with sales, provided art for the animals, repainting the art at the city playground and doing a mural at the new Georgetown Children's Center. I am sure that there are a few that I forgot but all in all, it's really going great. We as a board are talking about some new ideas; a juried art show, a clothesline exhibit on the square, amuseum bus trip, and a new idea that I read about in the Artist's magazine (see this months), a studio tour for the public. This could be held over a weekend, tickets sold, a map provided to the artists studios where they can meet the artists, watch them work, buy art, refreshments, etc. The only problem here is that the board can and should be involved in the planning but I can't ask them to run it also. They are already working very hard. So, if you want activities like this you are going to have to run them. That's right, YOU. We also need a secretary, Sue is doing this now plus the newsletter, which is too much to expect from one person and Char is doing both the exhibits and show's which she can not continue. We need both of these positions filled if you want to have shows like The Christmas Stroll and these others we are planning. I will not ask the board to do more than they are already doing so it's up to you.

*Fred*



So what if  
you're orange,  
I get to be in the  
news every  
month

"Do what you feel in your heart to be right,  
for you'll be criticized anyway."

**Eleanor Roosevelt.**

## CALENDAR OF EVENTS

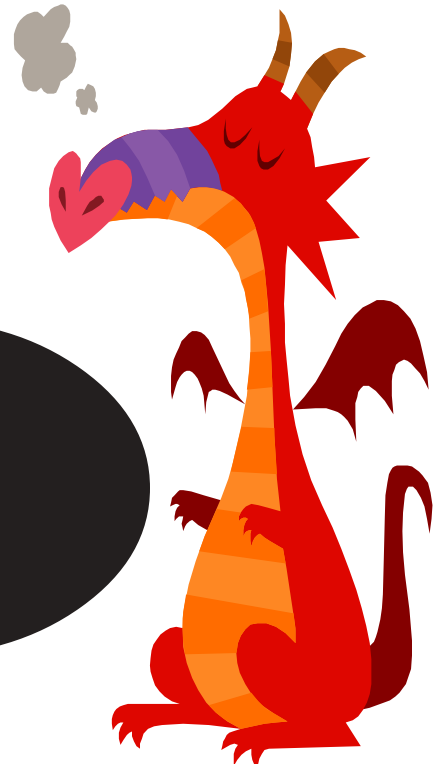
**October 20th** Barbara Savage studio tour. See article this newsletter

**October 31 and November 1** pick-up for the October show and drop-off for the November show. 9AM to 12:30 PM.

**November 2nd, Friday** Framer's Gallery, Franklin's Jewelers, First Friday. Remember to attend if you have art in either place. Contact Kathalee regarding refreshments.

**November 6th, Tuesday** General Meeting at Windberg Art Center. Social at 6:30, meeting 7PM. Program will be Kathryn Wilson "Speaking to the Stone".

**November 12 & 13 Monday and Tuesday** Take down and Take In for Franklin's Christmas Show. Contact Char 512-863-7739 grisling2@verizon.net



## OCTOBER GENERAL MEETING

Fred opened the meeting at 7 PM sharply. with a very lame senior joke. He so announced that the new directory is out and Susan O'Conner told us that each person at the meeting would get one. She will continue to distribute them at events. Char discussed the possibilities of having an art get together at the Red Poppy Café on November 11th. The owner of the Red Poppy is willing to have a quartet to play and artists are invited to bring their easels and art to her beautiful terrace. It will be open during the library hours. Contact Charlotte S. for more information. Fred introduced new members Jessica Shots who just moved here from Wisconsin, Ruby Field and potter and Floyd Riley an oil painter. Diane E has a studio tour planned for October 20th at Barbara Savage's studio. Her studio will be open to visitors from 2 to 4 PM. Her address 4304 Las Pluma Circle, her phone 868-1165 or 635-0782 if anyone gets lots. Fred announced again that the WCAG web page is up and running. Artists can submit anything bios and photos and we need more artists displaying their work online. Contact Rich Barko and he will put info on web page. Pat got up and announced workshops. Sue Gray will teach a workshop on Color on November 10<sup>th</sup>. Saturday. Nancy Brown will do workshop on watercolor at her home Oct 15 and 16<sup>th</sup>. Nancy May is starting a drawing workshop in November. Next month Kathryn Wilson will be doing our program called "Speaking to Stone". Fred brought up a WCAG Christmas Party. If anyone has any suggestions regarding this, contact Pat Langley. It was suggested that we have a party at the December General meeting. Fred mentioned "The Christmas Stroll" and asked if anyone was interested in doing it. He said it takes a lot of work, and someone needs to be in charge. Great opportunity to sell and display. Need at least 10 people to work on it. Almost enough hands went up. Need to be in touch with Charlotte S. by December 1, if interested. Franklins has new show up. We need all people who are showing at Franklins to host the First Friday Artist's Reception. Frank says that if you leave business cards with him, it will help him sell the art. Sonia thanked everyone who had brought art for October. Fred suggested a miniature show in Gallery for December. Minatures being 8x10 or 9x12 appx. Fred reminded all that the drawing monies will go to the education fund and that we no longer have the schlorship fund. Monies from the Education Fund will be used to help artists. Kathalee said that no one showed up for the park but still wants to try again in the future. Still need people for drawing sessions. Mike Windberg said someone called them looking for an artist to do a portrait from a photograph. Keep working on challenge paintings. Pat suggested that newsletter remind everyone monthly about challenge paintings. October challenge was "costume" and will be eXtended, November challenge is a fall landscape. Fred announced that the Aminal Shelter dealie was a great success. (see article in this newsletter) Meeting was closed for refreshments and a break and when we reopened ,Floyd riley won the drawing which was a year of Artist Magazine. Nice going Floyd Meeting was then reopened and Fred introduced Don Stackhouse who will gave a very interesting demo on "YUPO" paper. WE STILL NEED A SECRETARY?????



### Art to the tune of ????

On Sunday November 11<sup>th</sup> from 1pm to 6 pm Lisa Hoekstra at The Red Poppy Café, located in the new Georgetown Library, will fill her outside terrace with a variety of musicians and with those of us from the Art Guild who would like to participate in this 'Mini Artfest'. Bring your easels and bring a painting – preferably one you can work on while we are there. Stay as long as you can, preferably the entire afternoon, visit with friends, paint on your easel, drink Lisa's coffee, listen to the music. We are there for our own enjoyment, and for the purpose of bringing attention to ourselves as a vibrant, growing art community.

Lisa has asked for a 'poster' – I think it should be an 8 1/2 x 11 flyer – that we can distribute around town – or at least around the square - in advance, to make sure people see it and can plan to attend.

Here is your challenge: On or before October 20<sup>th</sup>, design a flyer and submit it to me via e-mail in a printable .doc or .pdf file format, using the above information. I will select one or more to have printed and distributed. (I will call on you for help with distribution)

This is a great opportunity for us to show our face to the community, and I hope that everyone will participate.

Thanks, **CHAR**

Email: [grisling2@verizon.net](mailto:grisling2@verizon.net) Questions: 512-863-7739

## Art Classes, Workshops

1. **The Art Center of Williamson County** is located in Round Rock at 601 Great Oaks Blvd. The Art Center provides a variety of art classes and workshops. For more information contact Mticheal at 512-248-8690 or go to the website. [www.artcenterwc.com](http://www.artcenterwc.com) .
2. **Diana Kipfer:** Fall Art and Jewelry Classes Begin Soon. Sweet Liberty Creations is ready to help turn all those wonderful summer inspirations into a work of art. There are plenty of opportunities to explore a new painting subjects and get back into a favorite creative outlet. Check out all the fun classes: <http://www.sweetlibertycreations.com/SLCClasses.html>
5. **The Sun City Visual Arts Club (VAC)** invites the WCAG members to participate in our art classes held throughout the year at our studio at 1 Texas Drive in Sun City. For more information Contact Merijane at 512.863.0951 or via e-mail [merijanec@aol.com](mailto:merijanec@aol.com)
6. **Windberg Art Center**, workshops and weekly classes held in their beautiful facility. For information on up-coming workshops and classes, please visit their website, [www.windbergartcenter.com](http://www.windbergartcenter.com)
7. **Nancy Brown, Designing Watercolors**, Beginning and Intermediate Watercolor classes. See article in this newsletter for more information
8. **Sue Gray, "Exercising Color"** November 10th at Windberg Art Center. contact Pat Langley 512-238-0955 [wholang@verizon.net](mailto:wholang@verizon.net) for more information and to sign-up.

## From Pat Langley Program Chair

The WCAG is so lucky to have some really fine artists in the group!! Don Stackhouse gave a great demo painting on yupo at the Oct. meeting. Kathryn Wilson will be "Speaking to the Stone" at our Nov. meeting on Nov 6th. She has some beautiful stone pieces on display at Franklin's Jewelry. Nancy Brown, who does beautiful watercolor, has a workshop coming up, for more info check out the article in this newsletter. Sue Gray, a fun and interesting artist is having a workshop on "Color" on Nov 10th at Windberg Art Center. Sue will be demonstrating plus the students will be spending the day doing a variety of exercises to better understand how to use color in their work. She has a wealth of knowledge and is willing to share.

*Pat*

*I walked a mile with pleasure  
She chattered all the way  
But I was none the wiser  
For all she had to say*

*I walked a mile with sorrow  
And not a word said she  
But oh the things I learned  
When sorrow walked with me*

unknown

## Challenge Painting Subjects.

Bring them to the General meeting to show everyone

**October** extended Costumes and or Figures: **November** Fall Landscapes or Animals: **December** Holiday Spirit or Travel **January** Out of My Window or Teeth: **February** Symbols of Love or Flowers: **March** Architecture or Vines: **April** Hands/Feet or Rain: **May** Hat, Hats or Doorways



## New Membership Directories are ready

Special thanks to **Susan O'Connor** for the new membership directories. They are kool, beautiful, artsy, accurate and a million other positive things.

You can get your copy at the next General Meeting (see calendar) or at Framer's Gallery.

Thanks Susan!!!!!!!!!!!!

You must be an artist if:  
"There are Prussian Blue fingerprints on your phone"

## from the GALLERY CHAIR

Happy October everyone! What a fantastic show you guys put together. Be sure to come and see it if you missed out on Friday night. Our exhibitors this month are:

Gene Inman - acrylics, Susan O'Connor - acrylic, pastel, and more - Happy Birthday! David Jacobson - acrylic Gwen Dennis - multi media, Connie Hartsfield - oils, FranSina Young - oils, Kathalee Holmans - acrylic Linda Figg - prismacolor and pastel, Robin McLaurin - photography, Charleen Rogers - acrylics, Sonia Colonna-Mathis - charcoal Pat Langley - watercolor and collage, Ruby Field - raku pottery, Jane Paden - paper mache,

Thank You exhibitors, and I do have space available for November...Don't miss out on the opportunity to show our community what we can do! Pick up dates for October show and drop off for November will be the Wed. and Thurs. of October 31st and November 1st.

**SONIA**

## A new WCAG Art exhibit at Franklin's Jewelers on the square:

We had a bit of confusion with the timing due to the Cattle Drive that nobody had thought of - least of all me - but the show is up and it looks good. I was concerned that we might not get enough for a second show, and we do not have as many pieces as we did in the first one, but there are some larger pieces, which gives it a completely different feel.

Thank you for your patience with the mix-up. A special thank you to Ed Kessel, Jackie Tarter, Connie Hartsfield, Sue Gray, and the rest of you who offered your help. I was feeling a bit overwhelmed with the change, and without all of you it would have been very difficult.

Our next show will be up for the holidays, and I hope all of you are planning to participate. Now is a good time to start thinking about what you want to do.

*Char*

## Barbara Savage

has invited us to her home and studio on Saturday, October 20th from 2 PM to 4 PM. She will be giving us a tour and explanation of her art. Many of her paintings were inspired by her travels in Mexico and should prove to be an interesting tour for guild members and guests. Barbara's address is 4304 Las Plumas Circle, Georgetown. The directions are; From Williams Drive (FM 2338) turn north onto Shell Road (Intersection of HEB, CVS Pharmacy and Capital One Bank) turn right onto Las Plumas Circle, house will be on right hand side of the road. Barbara has requested that anyone interested in attending this open house RSVP to her at 868-1165 no later than Monday, October 12007.

## The circular arrangement of the color wheel

is based on a subtractive system of artist-pigmented colors using red, yellow, and blue as primaries. This triadic primary system has evolved over many centuries. It is a great way to organize and understand color. The answers to last month's questions: The primary colors are: RED, BLUE and YELLOW. The secondary colors are the ones seen directly across from the primaries on the color wheel.



ORANGE, GREEN, and VIOLET. Complimentary colors. YOU NEED TO MEMORIZE THIS. Red-Green, Yellow-Violet and what else? Orange-Blue. When you mix compliments...for instance just a bit of blue with more orange you will get a beautiful brown...go further with more blue and you will have gray. A tinted color has white added. A shaded color has black in it. The actual practice of mixing pigments will reveal that each manufacturer's red (for example) is different from every other one AND not every red or blue or yellow acts the same. Many art classes will require that you bring to class ONLY 6 tubes of paint, a warm and cool of each primary. That means that you can throw out all the other paints in your box. Look at the example. A warm red is one that is the closest to the orange and a cool red closest to the violet. Cad Red is warm, Alizaron Crimson is cool. The same applies to yellow and blue. Look at the primaries in your paint box and try to decide if they are cool or warm. Look at your art...is it primarily warm or cool? If the color is off...it's probably the temperature. Try mixing some beautiful grays and browns with your primary colors. Remember to use the compliment of each color, or the color directly across on the color wheel. Take a primary....and mix just a little bit of the compliment. Knowing and understanding the color wheel will give your art continuity.

### SEPTEMBER/OCTOBER TREASURERS REPORT

<b>Checking</b>	\$3028.32
<b>Building</b>	\$2574.61
<b>Education</b>	\$3408.71

<b>Education</b>	
Income	\$49.99
Expenses	\$500.00 (awarded)

<b>Checking</b>	
Income	\$245.00
Expenses	\$548.28

## Williamson County Art Guild Membership Application

**ANNUAL DUES** are payable on or before June 1, the beginning of the WCAG fiscal year. Cash or check payments: no credit cards, please.

MEMBERSHIP MEETINGS are held the first Tuesday of each month at various locations in and around Georgetown. Please check the current newsletter or call The Framer's Gallery for the location of upcoming meetings.

Benefits of membership include newsletters, monthly general activity meetings, opportunity to hang work in WCAG Gallery, opportunity to participate in WCAG led community art shows and social functions, ability to join with WCAG artists in numerous networking situations and meet some outstanding people.

To join, please complete the application below and return with payment to:  
Williamson County Art Guild, P. O. Box 1158 Georgetown, TX 78627

### WILLIAMSON COUNTY ART GUILD *Membership Application*

*Please Print*

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cel \_\_\_\_\_

Email \_\_\_\_\_

Website Address \_\_\_\_\_

Birthday (optional) \_\_\_\_\_ Today's Date \_\_\_\_\_

AMOUNT \_\_\_\_\_ How Paid \_\_\_\_\_ Ck # \_\_\_\_\_

*Select Membership Category*

Individual \$30 \_\_\_\_\_

Family \$35 \_\_\_\_\_

Student \$18 \_\_\_\_\_

Senior \$20 \_\_\_\_\_

Sponsor \$50 to \$250 \_\_\_\_\_

Sustaining \$250 \_\_\_\_\_

NEW MEMBER \_\_\_\_\_

Renewal \_\_\_\_\_

Member Since \_\_\_\_\_

*WELCOME  
NEW MEMBERS*

*Carrie Ann Barton-Smith, Floyd Riley*

## **BOARD OF DIRECTORS**

**President** - Fred Bolgen

512-633-0868 / fredbolgen@suddenlink.net

**Exhibits Chair** - **Charlotte Sylvest**

512-863-7739 grisling2@verizon.net

**Gallery Chair** - **Sonia Mathis**

512-497-3035 soniamarie.cm@netzero.com

**Hospitality Chair** - **Kathalee Holmans**

512-863-2479 - wcholmans@msn.com

**Membership Chair** - **Susan OConnor**

512-869-0968 suberdoo@hotmail.com

**Newsletter Chair** – **Sue Gray**

512-238-0955 / wcartguild@yahoo.com

**Parliamentarian** - **Larry McCormick**

512-869-0939 - mccor@suddenlink.net

**Program Chair** - **Pat Langley**

512-864-9981 wholang@verizon.net

**Publicity Chair**- **Nancy Brown**

512-869-7790 nanbrown55@aol.com

**Secretary** - **open...open....open..**

**Show Chair** – open open open

**Treasurer** - **Linda Stinnett**

512-863-7949 craftdreams1@suddenlink.net

## **JOIN THE ART GUILD**

You are invited to join the Art Guild by dropping in at the Framer's Gallery on the square or by sending a membership form & check to:

**Williamson County Art Guild,  
P.O. Box 1158  
Georgetown, TX 78627**

### Membership Fees

Individual	\$30
Student	\$18
Senior	\$20
Family	\$35
Sponsor	\$50-\$250
Sustaining Mbr	\$250

We welcome new members. Copies of the membership form are available at the Framer's Gallery and online at [www.wcartguild.org](http://www.wcartguild.org).

Contact membership chair Susan O'Connor for more information about joining. [suberdoo@hotmail.com](mailto:suberdoo@hotmail.com)

**WCARTGUILD@YAHOO.COM**

## **Submissions to Newsletter**

We welcome items for the newsletter. If you have any helpful advice or bits of information about the arts community, or artwork in general, please contact Newsletter Chair Sue Gray at 512-238-0955 or email to:

[wcartguild@yahoo.com](mailto:wcartguild@yahoo.com)

Again, please consider signing up for the e-newsletter as it saves the Guild a lot of money through the year on postage and printing costs and a great deal of volunteer time. If you haven't already signed up please send a note to Sue Gray at

[wcartguild@yahoo.com](mailto:wcartguild@yahoo.com)

We can also help you with any problems you are having downloading the letter.

*DEADLINE: 10th of the month via e-mail for the following month. Any items not received by that date will go in the next month's newsletter. Please send pictures in .jpg format.*

The Williamson County Art Guild is a non-profit 501c (3) organization, organized & operated for educational and charitable purposes. Its specific focus is to stimulate interest in art in Williamson County through art in exhibits, artists' programs and sponsorship of scholarships and workshops.

## **Williamson County Art Guild**

P. O. Box 1158  
Georgetown TX 78627  
512-863-2214

