



ArtBeat

JANUARY 2007

<http://www.WestCarletonArtsSociety.ca>



Just a few images from our Christmas Show & Sale

Message from the President

by Lis Allison

First, Happy New Year to you all. No matter what last year was like, here we have another whole new one all set for us! Let's enjoy it!

What can I say about our Christmas Show and Sale other than that it was a big disappointment. We had a great line-up of artists, a good location, at least some advertising.....what went wrong? Well, the weather was certainly part of it. I heard from friends after the show that they didn't even consider going because the weather, they just stayed home all weekend. It wasn't that bad, except for Friday afternoon, but you wouldn't know that if you stayed in, and the news reports did make it sound awful. Then, we were after all the other

Con't on page 2

January Meeting

Wednesday, January 17, 7:30 pm,
St. Paul's United Church, Carp

Our January meeting will be devoted to discussing our next Exhibition and Sale. We can review what happened with the Christmas sale, what went wrong, what worked and so on, and then move on to a brain-storming session about plans for our future.

One serious disappointment I have to tell you about right away is that the Carp Agricultural Hall is already fully booked for all of this April. The last weekend in March is also booked. The first one in May is always booked for the Diefenbunker Run, so we are out of luck for any kind of spring event there. I can't see us going later into the summer, and earlier just doesn't give us enough time to organize. On the up-side, we do have a tentative booking at the Mess Hall, on Craig Side Road, for the weekend of April 28-29. This is fairly close by, and the Hall has been re-decorated. It has a very nice outdoor deck overlooking a baseball field. But it is hard to find, is a maze of small

rooms, and has very little off-road parking.

So I went ahead and tentatively booked the Carp Ag Hall for the weekend of October 6-7. That is Thanksgiving weekend. We can discuss the pros and cons of that, and think about whether we want to do one show instead of trying to do two, and whether earlier in the fall is good or not.

Please come and bring your ideas. We need to make a decision, and your input is needed. Pat, our Treasurer, has written elsewhere in this newsletter about the financial aspects of running any kind of Show and Sale. It gives a bit of perspective on the whole question of costs and what we can or cannot afford to do to make our Show a success. She also explains, better than I can, why we keep harping on the need for artists to get their registrations in on time.

(If you can't make it to the meeting, you can of course send us your ideas, but nothing is as good as a group discussion.)

Hope to see many of you there. By the way, we may be in the upstairs room this time, so just follow the voices!

Call for newsletter feature artists.

Each month we would like to feature a different artist as our front cover artist. Please consider sharing an image or two of your artwork.

Minutes for the General Meetings

Remember to go to the website, <http://www.WestCarletonArtsSociety.ca>, to read the minutes of the meetings.

ATTN MEMBERS:

If you have a web site and you wish to have it added to the WCAS web site, submit it to Catherine Gutsche. calico@storm.ca

WCAS web site.

<http://www.WestCarletonArtsSociety.ca>

Featured Artist web page:

\$20/year 3 images of your artwork, a Bio/Artist Statement, contact information.

Talk to Catherine Gutsche for more details.

calico@storm.ca

Message from the President... continued

art (and craft) shows. Maybe people were 'showed out'. Maybe the doom and gloom in our City's economy didn't help. Lots of possibles, but how to know, and how to correct, those are the questions. Hopefully our meeting will come up with some answers.

Personally, I like the idea of a show later in the season. Lots of time to prepare, get the signs spiffed up, do some publicity, get posters up and so on. And Thanksgiving isn't such a bad weekend. There are tons of studio tours that weekend, and they can't all be wrong....of course they may take people out of the area, but on the other hand maybe some who are on one of the tours will make us another stop. And the chances of an ice storm, or snow storm, or tornado, or hurricane or monsoon or earthquake are slightly less in October than later in the year. This group has not had good luck with the weather! Every time we plan anything the weather does something bad to us. We've had a freak snowstorm, an ice storm, a wind storm....watch out, there might be awful weather on January 17th., it's our meeting night....just kidding!

Remember our little survey last year? One of the things people did mention (there weren't really very many positive suggestions) was that they wanted more on the 'business' of being an artist. Our February meeting is an attempt to do that. While plans are still sketchy (yes, bad pun) we have some ideas, as you will see when you read the article. If you have other things you would like to see included, please let us know, and above all, let us know if you are interested in coming. Non-members are also very welcome, so please, spread the word. You notice there will be a small charge for the day. It is to cover the additional cost for speakers and the lunch, but what a bargain. Where else can you get lunch, an interesting presentation, practical help with stuff like photography or promotion, and mingle with other artists, all for \$10?

I'd also like to welcome Jen Muise to the WCAS Executive. She very bravely volunteered to work on programming for us, and she seems to have lots of ideas. Welcome, Jen!

Lis

Christmas Show Wrap Up

As treasurer of WCAS, I have some points to ponder, so please take time to think about my comments. I look forward to your positive feedback at lightwisps@yahoo.com.

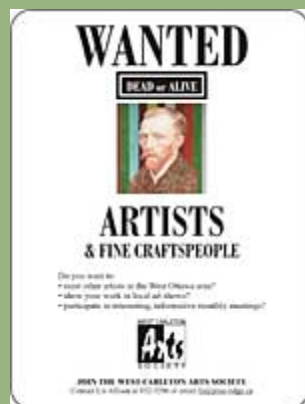
We have just completed our December show and the numbers were disappointing. On the other hand, most of those participating were upbeat and positive about our new location and prospects for the future. That is what I want to explore - future shows.

We have had much feedback regarding signs and advertising. YES - more would be better but consider the executive's responsibilities. Let's look at the numbers. Note - all figures are approximate and some change based on quantities.

There are fixed expenses such as Hall Rental (\$320), and Screens (\$350), both of which must be reserved well ahead of the show and have a cutoff date for cancellation. Next is the cost of Flyers (\$1000), and the Postage (\$200) to distribute them. Flyer must be ordered well ahead of the distribution date. This cost is optional and the quantities are directly linked to the DEADLINE date on the show application. Numerous registrations mean we order

Grids

Thanks to our sponsors, we now own 10 black grids and are making them available to members for \$1 per day.



Download the poster at:
<http://www.westcarletonartsociety.ca/events/images/poster.jpg>

Christmas Show Wrap Up... continued

sufficient quantities to blanket a greater area with flyers (for this 7000 Flyers - \$1350 & Postage - \$650); limited registrations means reduced distribution or show cancellation. But wait - we must also consider the cost of Advertising (\$375) and Signs. Again this is an optional cost that is directly related to the number of registrants. As far as signs, we have the frames but the old coroplast must be repainted OR we need new ones and it is costly. We need help to repaint the old ones OR money to buy new ones.

At this point we have accrued costs of about \$2250. Registration fees of \$60 will require 37.5 booths to cover costs (Fees of \$80 - 28 booths & so on...). I have not included miscellaneous costs such as kitchen supplies and bank charges because the commission will cover them.

In the past, on the DEADLINE date of registration, our challenge has been to decide to proceed or cancel. It is unfortunate that many of you apply late and see no problem in doing so. The bottom line is LEAD TIME - in order to have a successful show we need enough registration fees by the deadline to do the effective planning, organization, and advertising, that is required to bring people through the door. We cannot afford to run our shows at a deficit, and we cannot expect just a few of the members to do all the work.

I personally feel that WCAS is capable of staging a successful show, but we need on-time registrations and sufficient volunteers to share the workload. Let's all work together to make our next show a memorable one so that in future the public eagerly anticipates WCAS shows.

Pat DuBreuil

3 YELLOW TULIPS

Featuring Original Works
by Ottawa Valley Artists
& Fine Craftsmen

Tuesday - Sunday
10 am - 5 pm

May the New Year
bring all of you
Good Health, Happiness,
and Good Friends.

2518 County Road 29 N., Pakenham
Home of the historic
5-Span Stone Bridge
threeyellowtulips@yahoo.ca
(613) 624-5932

February "On Being an Artist" Mini-Conference

Maybe that should be 'micro-conference', but then again, maybe not. We have some great plans, so maybe it will be as big as 'mini'!

Here's the tentative schedule:

- 11 am Presentation on promoting oneself as an artist, by Kevin Dodds from Arnprior. Kevin has had lots of experience over the years, and has much to tell us.
- 12:30 Soup and sandwiches Lunch
- 1:00 Displaying your work at shows, some ideas
- 1:30 Karen Secord on writing your artist's statement
- 2:00 Pat Dubreuil - photographing your work
- 2:30 About Insurance by an agent from State Farm
- 3:00 Effective websites by Catherine Gutsche

We're working on finalizing the location for this - we may be able to meet in the United Church as usual, or we may move to the Memorial Hall. It depends on how many people plan to attend. The date is moved to the Saturday after our regular meeting date, that is, February 21st. There will be a special charge of \$10 for this event, to cover the costs of the extra speakers and the lunch.

We'll let you know more details as they are settled, meanwhile, please let us know if you are planning on coming.