

# SAG NEWSLETTER

SPRINGFIELD ART GUILD

## Art Accomplishments and Setting Goals

By Teresa T. Brunson

With the holidays and the year-end quickly approaching, I'd encourage you all to take a moment to think about 2013 and reflect on what you accomplished with your artwork. Were you satisfied with your artistic achievements? Do you want to accomplish more – maybe increase the number of art pieces you create in a year, or maybe enter more shows or maybe take a workshop in Europe? I bring this topic up because a few months ago I went through that type of reflection when I wrote my bio for the SAG Newsletter. In the process of writing my art bio, I found myself making a list of art accomplishments and to my surprise, I had done far more than I realized and that was without setting any goals. I was very happy with this but I felt I needed more focus and direction to my art journey. I began thinking about different aspects of my life as a fine artist and realized that I need and want to set goals and long range plans. I have never been one to actually write goals. I usually just have a vague idea of things I want to do but never make any written commitment to myself. I am ready to do that now and have started a list of goals. It feels good to reflect on what I have accomplished, but it feels even better to do some serious soul searching and a little dreaming and maybe even some wishing to come up with future goals. You too may find by simply writing down your own art accomplishments for 2013 can enhance your art journey and perhaps give it more direction. Don't forget to ask yourself, "What are my art goals for 2014?"

**This month SAG Holiday Party  
is For Members only**

**Wednesday, December 11th -6 PM  
at the Richard Byrd Library,**

**7250 Commerce St., Springfield, VA 22150**

The recently renovated library is located near the intersection  
of Old Keene Mill and Commerce St.

Our newsletter is published monthly and can be found on  
our website at:

<http://www.springfieldartguild.com>

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## *The SAG Holiday Party is just a few short days away!*

Attending the Dec. 11, 2013 event, from 6 p.m. to 10 p.m.  
will be the fifty eight people who have already made prior reservations.

If you find you need to cancel your reservation,  
please, at your earliest convenience,  
contact Hospitality at [jackieallen22153@aol.com](mailto:jackieallen22153@aol.com)  
Thank you!

With no place to hang fifty eight coats,  
please consider wearing either a short jacket or short coat.  
You are requested to hang yours on the back of your dining chair.

The Early Set-up begins at 3 p.m.  
Shirley Edwards will see to it that the Meeting Room door is unlocked  
and that the room is secured after the set-up.

Thank you, Shirley.

And to those who have volunteered to come and help  
with this 3 p.m. set-up, thank you so very much.


Jackie Allen, Hospitality



## **We Are Looking for More Art News for the SAG Newsletter!**

SAG is eager to get more articles for our monthly newsletter.  
If you have something art related you would like to share with  
your fellow artists please write it and send it to Reggie Garrett  
[reggiedrew@aol.com](mailto:reggiedrew@aol.com) by the 25th of the month. It can be a long  
or short article, we are leaving that up to you. It can simply be an  
announcement of an art show (don't forget to include photos), a  
review of an art exhibit or a good art tip. We want to hear from you.  
Please send your articles!

We are also looking for artists for the Featured Artist of the Month  
column in the newsletter. If you are interested in being considered for  
"Artist of the Month", please email (put in the subject line: SAG Artist  
of the Month) a) your name, b) a 1-2 paragraph about yourself &  
your art (optional, a photograph of yourself), and c) 3-4 photographs  
of your art work to Reggie Garrett [reggiedrew@aol.com](mailto:reggiedrew@aol.com)





# What's New at our Monthly Meetings?

In addition to our monthly Guest Speaker and other events, SAG's board wanted to take advantage of having to open the meeting room when the library closes at 6:00 to give everyone more time to interact and network. If you'd like to come early, it is an opportunity for you to mingle with other SAG members and participate in new activities.

We have introduced 3 optional events we hope everyone will enjoy. These activities are held off to a side for anyone wanting to participate. Come early, come later, it's all up to you.



Photographs by Jon Strother

1) Feast for the Eyes: Artist of the Month. A SAG member brings in their art to share with members during the Meet and Greet portion of the evening.

Karen Chin was our November Feast for the Eyes artist.



Susan Butler "Spotlights" framing tips

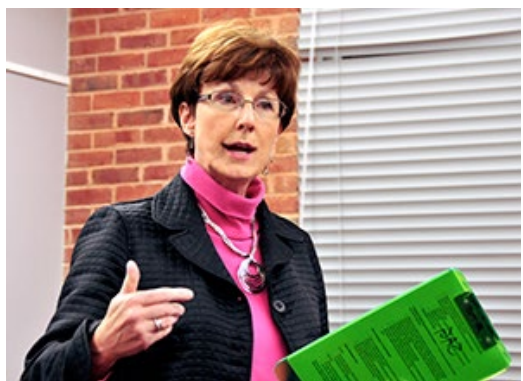
2) Spotlight: A 5-10 minute presentation of art tips by a SAG member.

In our November Spotlight Susan Butler showed us how she frames & mats her art, the tools needed and talked about where she purchases her supplies.

3) Springfield Art Guild Entrepreneurs (SAGE) discuss the business aspects of being an artist. It is a 15-20 minute presentation by a SAG member. We are looking for suggestions for topics and/or anyone interested in being a speaker.

Past meetings: Sy Wengrovitz discussed artist tax write-offs and other tax information. It was so well received Sy has been asked to do it again for those who were unable to come attend. It is tentatively scheduled for February.

*Continued on the next page*



## What's New at our Monthly Meetings?

*Continued from page 3*

Our November SAGE speaker was Lydia Jechorek. She spoke about the pros and cons of being in an art co-op and things to consider if you are thinking about joining a co-op. A Cooperative (or Co-Op) Art Gallery is a “for profit art gallery” owned and run by a group of artists. Lydia also provided a handout detailing the topics below. Anyone interested in receiving a copy can do so by contacting her.

- How do you know if a Co-Op is a good fit for you?
- Benefits of being in a Co-op
- Disadvantages of being in a Co-op
- Artist Membership Requirements
- Volunteer needs expected of its Members, YOU – A co-op requires participation and labor from all of its members
- How to become Co-Op Member

Email or contact Teresa Brunson or Stephanie Bianco if you are interested in being a SAGE or Spotlight speaker or being the artist of the month by participating in Feast for the Eyes. Also if you have suggestions for future SAGE topics.



### 5 Min. Spotlight

|            |  |          |
|------------|--|----------|
| Dec. 2013  | NO 5 MIN. SPOTLIGHT AT THE HOLIDAY PARTY                   |          |
| Jan. 2014: | Barb Aigen   |          |
| Feb. 2014: | Judy Isaacs  | “My Art” |
| Mar. 2014  | Shirley Edwards  |          |
| Apr. 2014: | Stephanie Bianco   |          |
| May 2014   | Darlene Kaplan   | “Art”    |
| June 2014  | NO 5 MIN. SPOTLIGHT<br>[ ELECTION OF OFFICERS TO BE HELD.] |          |

### Art Exhibit: Feast for the Eyes

|            |  |                      |
|------------|--|----------------------|
| Dec. 2013  | NO ART EXHIBIT AT THE HOLIDAY PARTY                  |                      |
| Jan. 2014: | Lydia Jechorek                                       |                      |
| Feb. 2014  | Susan Butler   | Plen Air Oils        |
| Mar. 2014: | Darlene Kaplan                                       | Oriental-Chinese Art |
| Apr. 2014  | Judy Wengrovitz                                      | Watercolor           |
| May 2014   | Shirley Edwards                                      | Watercolor           |
| June 2014  | NO ART EXHIBIT<br>[ELECTION OF OFFICERS TO BE HELD.] |                      |

### SAG Board of Directors

|                 |  |
|-----------------|--|
| President:      | Teresa Brunson   |
| Vice President: | Stephanie Bianco   |
| Secretary:      | Shirley Edwards  |
| Treasurer:      | Sy Wengrovitz  |
| At large:       | Reggie Garrett, Jackie Allen,<br>Gloria Benedetto,<br>Lydia Jechorek |

### SAG Volunteers

|                                   |                  |
|-----------------------------------|------------------|
| Advisor:                          | Judy Wengrovitz  |
| Franconia Gov. Center Show Chair: | Reggie Garrett   |
| Webmaster:                        | Reggie Garrett   |
| Gmail account:                    | Gloria Benedetto |
| Hospitality:                      | Jackie Allen     |
| Librarian:                        | Charlotte Landis |
| Membership:                       | Lydia Jechorek   |
| Newsletter:                       | Reggie Garrett   |
| Contributing Editor:              | Stephanie Bianco |
| Contributing Photographer:        | Jon Strother     |

You are invited to the

# Boutique

Original Art and Handmade Gifts



8421 Sulky Court • Alexandria, VA 22308 • 703-360-9482

*Cash, check or credit cards. Refreshments will be served.*

## Featuring:



**Marni Maree** will have many small paintings in watercolor and oil as well as some great prices on larger originals!



**Sue Sticha** has been stringing semi-precious stone and novelty beads for eight years. Each piece is one of a kind.



**Paula Lettice** will have purses that began as placemats and are then "zhushed up" with ribbons, flowers, and pins, headbands, and light scarfs that mix yarns and fabrics.



**Teresa Brunson** has small original pastel, watercolor and acrylic paintings.



**Jamie Walters** uses her quilter's knowledge of colors and textures to create unique necklaces and earrings from semi-precious stones.



**Lynn Martin** will have paintings of a range of subjects in watercolor, acrylics, and other media on paper, canvas and board.



**Naomi Remes** likes to keep her hands busy by making baby and doll quilts and knitting items to keep you warm on cold days (cowls) and lacy scarves and shawls.





**\$100,000**

== IN CASH PRIZES ==

**10  
DAY**

**VISUAL ART  
COMPETITION**

**ACCEPTING  
SUBMISSIONS**

**OCT 30 -  
DEC 13,  
2013**

**FOR THE 2014**

**ARTFIELDS<sup>SM</sup>**

**LAKE CITY, SOUTH CAROLINA**

**EPIC SOUTHERN  
ARTFEST**

**APR 25 - MAY 4, 2014**

**APPLY TODAY**

**ALL MEDIA ACCEPTED 2-D, 3-D, DIGITAL**

**ARTFIELDSSC.ORG**

**REGISTRATION OPEN TO 12 SOUTHEASTERN STATES:**

**ALABAMA, ARKANSAS, FLORIDA, GEORGIA, KENTUCKY, LOUISIANA,  
MISSISSIPPI, NORTH CAROLINA, SOUTH CAROLINA, TENNESSEE,  
VIRGINIA, AND WEST VIRGINIA.**

# 10 Ways to Ruin Your Art

Article posted on Art Business Institute (ABI) in 2012  
[www.artsbusinessinstitute.org](http://www.artsbusinessinstitute.org)

1. **Don't consider what your audience wants.** Create whatever interests you – but do not expect that what you want to make and what people want to buy are the same thing.
2. **Guess on prices.** You aren't sure of your expenses (and you might be a little afraid of how much they are anyway.) So you price your work at what you think “the market will bear” with no true knowledge of whether you are making any profit.
3. **Don't pay yourself for your labor.** If you aren't paying yourself, then you have a hobby – not a business.
4. **Assume that if you build a website, they will come.** Launching your own website is a great idea. But that's just the beginning, because then you have to publicize your site to attract visitors. If that doesn't happen, your art exists on a tiny little virtual island that nobody will see.
5. **Show your work online – with no prices.** Do you think that members of the public will see your art online and call you up to find out how much you want to charge them for it? Not likely.
6. **Apologize for your work.** If you lack confidence and suspect that your work is not really “ready for prime time,” work on your skills, don't apologize for them. If you feel that you can't really call yourself an artist, then others won't either.
7. **Ignore your existing customers.** According to the Small Business Administration, it's 65% easier to make a sale to someone you sold to in the past. If you never contact the people who have purchased your work, you leave all those sales on the table.
8. **Focus on busy work.** Spend all of your time on small details (like surfing the internet and posting on social media) instead of doing the hard work of structuring your business to create consistent income. This will ensure that you never really get off the ground.
9. **Fail to plan.** The old saying, “Failing to plan is planning to fail” is very true. If you don't know where you are going, how will you get there?
10. **Avoid action.** Simply taking action, on a consistent basis, is one of the most essential parts of starting and growing any business. No action means no business.

These are just a few ways that Artists sabotage their businesses. How many others can you think of?



# You & Your Friends Are Invited To:

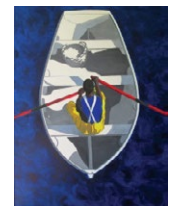
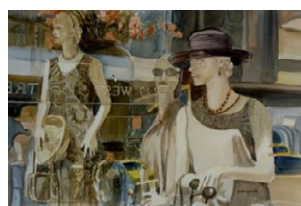
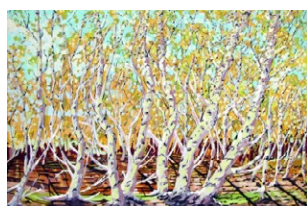
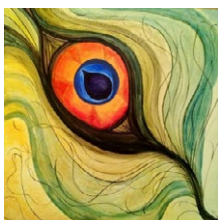
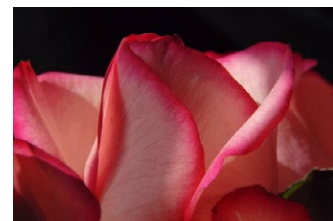
# Celebrate The Season Of Art!

## City Of Fairfax Hosts November / December Art Show At Sherwood Center

You are cordially invited to Celebrate The Season of Art! with an opening reception wine and cheese party at the Fairfax Stacy C. Sherwood Center For The Arts on Friday evening, December 6 from 7 to 9 PM. This exhibit and opening reception will be free to the public with a special art awards ceremony where you may meet the artists. Celtic Christmas and holiday music will be performed by Sior-Óg and friends. This new art exhibition will remain open from now through early January 2014.

**Featured Northern Virginia Artists:** This show will include a collection of contemporary paintings, sculpture and fine art photography by 55 featured Northern Virginia artists including: Don Allen, Stephanie Bianco, Muriel Ann Braxton, Karen Chin, Tom Coffin, Elizabeth Anne Cox, Davi D'Agostino, Sarah Dale, Dilian Deal, Leonard Deege, Patricia Deege, Jacqueline Lee Elwell, John Fratta, Mary Beth Gaiarin, Rosemary Gallick, Marilyn Stanek Geldzahler, Sandra Gherardi, Tom Gherardi, Libarta Hanlan, Sara Harland, Penny Hauffe, Kristin Herzog, Barry Heyman, Karen Hutchinson, Becky Kim, Norma Lasher, Wei Lu, Barbara Marhoefer, Ursula Marquardt, Corinne Mertes, Frank Mertes, Richard McMurry, Trinh Nguyen, Alfonso Ong, Larry Oskin, Jan Peterson, Regina Petrecca, Antonio Petrov, Susan Reichbart, Donna Robinson, Beri Rothschild, Angelika Schafer, Jim Schlett, Karen Schmitz, Kathleen Stark, Carla Steckley, Erin N. Tetterton, Karen Thuermer, Oscar Vigano, Wendy Wander, Jennifer Weant, Ramona Weaver, Judy Wengrovitz, Sy Wengrovitz and Atti Vakili Wheeler.

The Stacy C. Sherwood Community Center is located at 3740 Old Lee Highway, Fairfax, VA 22030. For more information on this art show, contact Larry Oskin at 703-359-6000, [LOskin@MktgSols.com](mailto:LOskin@MktgSols.com).





## SAG WEB SITE UPDATE

As you know, the Springfield Art Guild website is undergoing a complete reconstruction. Unfortunately, our new website is not expected to go live until early January 2014. For all those SAG members who have paid for a webpage for the 2013-2014 Membership calendar year, your webpage purchase will be honored at no cost through the 2014-2015 calendar year.

Thank you for your patience as we move forward with this project.

Webmaster: Reginald Garrett



WASHINGTON SOCIETY OF LANDSCAPE PAINTERS

~since 1913



*" Pennyfield Lock, C & O Canal "*  
by featured artist Andrei Kushnir