



# SAG

*Springfield Art Guild*

September 2014  
Newsletter

## Excited about the New Year Ahead

By Teresa T. Brunson, SAG President

I hope everyone had a good summer filled with lots of opportunities for art related activities. After a couple months rest the Springfield Art Guild is gearing up for another year of art shows, social gatherings, meetings, plein air painting events, and lots more. We will start our year off with the Green Spring Gardens SAG Art show and sale followed by our September meeting when we will vote for vacant Board positions and enjoy our guest speaker, Lynn Goldstein. I hope everyone can come to our first meeting of our 2014-2015 year which is on Wednesday September 10<sup>th</sup> at the Richard Byrd Library from 6pm-9pm.

We are starting this year with a new website. Don't forget it has a slightly different domain name. SAG's new domain now has an

extension of "org" instead of "com". The "org" extension is usually used for nonprofit companies, clubs and associations so we decided to change it while we were involved in the total website redesign. Our new address is [www.springfieldartguild.org](http://www.springfieldartguild.org). The new website offers some updated capabilities such as a calendar for posting all our events, adjusting screen that can fit all types of resolutions and screen sizes for viewing on monitors, phones and iPad, updated and rewritten content, and much more. As part of our contract we will receive a brief training on how to update the calendar and new images and text to the website. If anyone is interested in attending this short training please let me know and we will set a date with the website designer/developer.

**Our next meeting will be on  
Wednesday, Sept 10  
6pm-9pm**

**Richard Byrd Library  
7250 Commerce St  
Springfield, VA 22150**

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

### Meeting Schedule

**6:00pm – Doors Open**  
**6:00-6:45 – Refreshments**  
**6:00-9:00 – Feast for the Eyes (Virginia Fernbach)**  
**6:45-7:00 – SAGE**  
**7:00-7:15 – Spot Light (Virginia Fernbach)**  
**7:15-7:30 – Break**  
**7:30 – 8:00 – SAG Business**  
**8:00 – 9:00 – Featured Speaker**

**Note: Feast for the Eyes display will be set up for  
the entire meeting for all to view**

# SAG NEEDS YOU!!

By Teresa T. Brunson, SAG President

Throughout the summer I have been sending emails advising our membership of a variety of Board positions and individual volunteer jobs SAG needs to fill. I am happy to say some of the positions have been filled, but we still need many more volunteers. Below is the list of the positions and jobs. Please come and sign up at the September meeting or email me at:

[teresatindlebrunson@gamil.com](mailto:teresatindlebrunson@gamil.com)

We need members to fill the following jobs:

**1. Board positions** - Secretary and Vice President

**2. At Large/Volunteer Board positions** - 4 vacancies

**(SAG cannot continue as a viable organization without the board positions being filled)**

**3. Guest Speaker coordinator:**

Identify & schedule monthly meeting speakers. *Note: Sept, Oct, and Nov are already scheduled. We will need 4 speakers and 2 Judges for the remaining months.* The contract is already written and the process is already in place. The coordinator will email all names and information for each speaker/judge to the webmaster so it can be put on the website calendar. That's it, this year almost half the work is already done!!

**4. Write an art show policy.** SAG needs a policy for how members can

submit their artwork to any art shows we sponsor. We already have a sample policy to use -- it just needs to be rewritten for SAG.

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*"Volunteers do not necessarily have the time; they just have the heart."*

Elizabeth Andrew

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**5. Reporters.** Write one (or more if you want) article for our newsletter. (We are looking for 10 people unless someone wants to write more than one article). Each volunteer can select which month they want to write an article for. (*Several people said they were interested in writing -- make sure you email me and remind me*)

**6. Gather local art museum information** for our newsletter.

**7. Gather local art show information,** studio tours, call for artists, special art events for our newsletter.

**6. SAGE Organizer** - schedule members or non members that can talk about an art business topic for 15 minutes. We would need 8 speakers for 2014-15. The SAGE Organizer can come up with a list of topics and/or request topics and then pass around a sign-up sheet.

**7. Spot Light Organizer:** Create a sign-up sheet for our 2014-2015 year and pass it around. Email a reminder each month to the Spot Light person for that month. Send a list of all the Spot Light members to our webmaster and also to the newsletter person. (This position is filled - thank you!!)

**8. Feast for the Eyes:** Create a sign-up sheet for our 2014-2015 year and pass it around. Email a reminder each month to the Feast for the Eyes person for that month. Send a list of all the Feast for the Eyes volunteers to our webmaster so it can be entered on the web calendar and also to the

newsletter person. (This position is filled - thank you!!!)

**9. Membership:** Assist Lydia Jechorek with membership (filled, thank you Deena Hunkler-Sanks)

**10. Coffee** for each meeting – (this position is filled - thank you!!!)

**11. Meeting Place** – Meet with Library officials to reserve the meeting room for Wednesdays. If SAG can't use the library every Wednesday after December the coordinator would need to identify other potential venues.

**12. Franconia Gov Show Chair**

**13. Goodwin House Art Show Chair** (Filled - Thank you Donnalynne Lefever)

**14. Coordinate snacks** for meetings: Pass around a sign-up sheet and email a reminder a few days in advance to the member who signed up.

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*"The truth of the matter is that you always know the right thing to do. The hard part is doing it."*

Norman Schwarkzopf

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**15. Update website calendar.** You will be trained on how to do this.

**16. Update website membership.** You will be trained on how to do this in WordPress.

**17. a) Newsletter Editor** for the monthly SAG newsletter. No experience necessary, articles and training will be provided.

**b) Assistant editor:** backup for Editor and assist editor with proof reading submitted articles.

**18. Email coordinator** (Filled, thank you Gloria Benedetto)



Lynn Goldstein in her Workhouse Studio

## SAG's September Speaker: Lynn Goldstein

## Finding Your Artistic Voice

By Lynn Goldstein

After we have worked out the technical intricacies of making our art, we are faced with the challenge of finding our voice. After all, we are communicating as artists. This presentation will provide a guide to finding your voice. Lynn will give examples of how she worked to find the direction that she is currently taking in her artwork. Lynn will discuss her history to help illustrate how so many areas of her life and past inform her art today. She will cover composition, format, subject choices and more. After this presentation, participants will be encouraged to delve into their artistic choices to better understand their work and to help develop a consistent artistic voice.

[www.lynngoldstein.com](http://www.lynngoldstein.com)

### CURRENT EXHIBITIONS

#### National Gallery of Art

The Color of Nature: Recent Acquisitions of Landscape Watercolors  
July 13 - September 14

In the Library: Preservation and Loss during World War II  
July 7 - September 26, 2014

Titian's Danaë from the Capodimonte Museum, Naples  
July 1 - November 6, 2014

Celebrating Van Gogh at the National Gallery of Art  
June 8 - September 18, 2014



Degas/Cassatt  
May 11 - October 5, 2014



Andrew Wyeth: Looking Out,  
Looking In May 4 - November 30,  
2014

## The Loft Gallery

Occoquan, Virginia

The Loft Gallery in Occoquan VA is seeking an experienced 2D artist for membership in the gallery. Interested artists can contact directory Marcia Weidler at [703-568-3310](tel:703-568-3310).

Note: The Loft Gallery is operated on a co-opt business plan. All duties in the gallery are handled by the artists. Artists work 1-2 days a month in the gallery handling sales, are expected to attend most monthly meetings and other special events including artist of the month receptions. Meetings are held on the first Monday of every month & all art is rotated to a new space.



### September 1 - September 30

The Workhouse Arts Center is proud to present our Featured Artists and Studio Exhibitions for the month of August. An opening reception for all studio shows and featured artists will be held campus-wide during our **2nd Saturday Art Walk**, September 13, from 6-9pm.

The **2nd Saturday Art Walk** at the Workhouse showcases the diverse work of more than 100 visual artists in a unique historic venue, creating an atmosphere that encourages visitors to immerse themselves in the richness of this creative community.





## The Artist

He sits there  
In the stillness  
Of passion's silence  
Surrounded by the tools  
Of gift and clay~

He begins his work  
In the early morning hours,  
Each and every day.

His heart is filled  
With love and emotion  
As he begins the transformation  
Of his creativity  
Into a piece of art.

He makes the most of the tools...  
With humble hands  
He shapes the clay.

Like a vessel, a man's gifts  
And talents are meant to be used.  
Whether in moment of desperation  
Or in moment of hesitation,  
Determine never to let anything lead  
you astray.

So, begin now. Now is the optimal time  
To pick up your tools. It is not too late  
If you will only do your part.

Jackie Allen  
19 August 2014

# SAGE

Springfield Art Guild Entrepreneurs (SAGE) was started about a year ago by Stephanie Bianco. It was formed so members interested in learning any business aspects of the art field could have a forum for discussion. SAGE speakers discuss various art business fields for 15-minutes during monthly meetings. Currently, SAGE meets from 6 :45-7 :00 pm in the small conference room. Last year our SAG members discussed topics such as business taxes, art co-ops, running a photography business, and the Workhouse Art Associates program. Among our members & artists in the community there is a wealth of business information. If you would like to share information about a particular art business topic or know someone who would like to lead a discussion for SAGE please contact any board member. There will also be a sign-up sheet at each meeting.



SAG's Spotlight is a 5-10 minute presentation/talk given by a member. The member can talk about a particular artistic endeavor, class, or piece of art he/she is working on. The Spotlight's focus may be on any number of artistic topics. It may include a display of one or two pieces of art, otherwise, it becomes, in part, a duplication of the Feast for the Eyes.

The Spotlight shines on a member artist who may share a specific painting, along with

providing tips, hints, or even information about a class or show he or she has taken, awards won, etc.. This is not to exclude talking about trips to other states and or countries where the Spotlight Artist has vacationed while painting. SAG has a scheduled time at each meeting for Spotlight from 7:00-7:10 p.m. If you are interested in participating in Spotlight please sign up. We have sign-up sheets at each meeting.

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## Feast for the Eyes

Feast for the Eyes is a monthly art exhibit set up at the beginning of each meeting providing a Member the chance to showcase their work. One Member displays several pieces of their work before the general meeting & guest speaker. It is an ART EXHIBIT ONLY and the Member's art remains on display throughout the evening. The member does not do a presentation. If you aren't comfortable speaking in front of a group, this is a perfect opportunity to showcase your artwork and meet members & guests.

### New SAG Members:

Welcome  
**Gail Keller**  
*A watercolorist from Springfield, VA*

## The Green Springs 2014 Show

A HUGE thank you to Ruth Ensley and Mary Rose Janya for saving the day and co-chairing "ART IN THE GARDEN" this year. The Springfield Art Guild 2014 Fall Art Show & Sale is done in cooperation with The Friends of Green Spring Gardens Park. Please make sure to stop by and see the show at Green Spring Gardens Park, 4603 Green Spring Rd., Alexandria, VA. 22312

Important dates to remember:

August, 26th – October, 26th, 2014

Monday, August 25th

- Receiving 11:00 - 12:00 am
- Juror 12:00 pm - 1pm
- Show Installation 1:00 pm to 4:00 pm
- Pick up for unselected work 2:00 pm - 4:00 pm

Sunday, September 7 – Reception and awards 1:00-3:00 pm

Monday, October 27 – show Take Down & Pick up art 10:30 am - noon. Artists must pick up on this date or arrange pickup by a friend as there is no storage space at the venue.

15% Commission on all sales will benefit the Friends of Green Spring Gardens Park



Below is an older but interesting article found on Jerry's Artarama website - December 2010. [www.jerrysartarama.com](http://www.jerrysartarama.com)

### ***How Daily Painting Can Make You a Better Artist*** by Mike Rooney

If you've been around the painting business any amount of time you've probably heard the term "daily painting." But you may be asking "what is that exactly?" and may be wondering what it could offer you.



Daily painting is a movement that started years ago and is pretty much attributed to an artist named Duane Keiser. It started when he would paint a

small painting (around 6x8) and post it on Ebay and auction it off, every day. If you're familiar with the online art business today that doesn't sound so revolutionary but back before there were hundreds of

thousands of artists selling online, that was revolutionary. Back then just about everybody was selling exclusively at shows or in galleries. To use the 'new' technology of the internet to sell art was unheard of. Not so today. Just google "art blog" and see what pops up!

Daily painters are artists who commit to paint a small painting everyday and post it online for sale. There are also daily painter 'galleries' that post their painter's paintings online every day of the week.

Now, how can all this help the budding artist? Let's look at the benefits of painting every single day.

What would happen if you were a marksman with a rifle and shot in competitions, but you never had any target practice. Same thing goes for painting daily. Think of daily painting as target practice. They'll ultimately help your larger paintings. If you're painting daily you'll also have lots of little paintings that you can sell cheaply (compared to your larger paintings). Start a blog and put them on there everyday. After several months start asking to get in some of the new daily painter online galleries and soon you'll have several dozen potential buyers looking at your work every single

day. Selling work is all about marketing and daily painting is just one really successful way to do that. Now stop reading this and go paint one!

### **Libertytown Arts Workshop**

916 Liberty St, Fredericksburg, VA 22401  
(540) 371-7255  
[www.libertyarts.com](http://www.libertyarts.com)

**\*\*A Call for Entries\*\***

# fear

Show us what makes your palms sweat, your stomach turn, and your heart race.

October 2014

Electronic Submissions due Friday, Sept. 12<sup>th</sup>

Opening Reception: First Friday, Oct. 3<sup>rd</sup>

Spooky Closing Reception: Friday Oct. 31<sup>st</sup>

## More Art Opportunities

### Arlington Festival of the Arts

The new arts festival features vibrant paintings, contemporary and whimsical art, life-size sculptures, photography, handcrafted jewelry and much more. Admission to the art show is free and open to the public.

The Arlington Festival of the Arts will include a food festival hosted by the Clarendon Alliance, located adjacent to the Metro Station stop on Clarendon Boulevard and Highland Street.

#### Dates and Times

September 20 & 21, 2014  
10:00 a.m. – 5:00 p.m.

#### Location:

Highland Street. Clarendon District of Arlington, Virginia  
The artists will line North Highland Street from 13th Street North past Wilson Boulevard, Clarendon Boulevard and the metro station, and will end on Washington Boulevard.

Check out the link below for more information:

<http://dc.about.com/od/specialevents/a/Arlington-Festival-Of-The-Arts.htm>



### 71<sup>ST</sup> ANNUAL WATERFORD FESTIVAL

Oct 3-5, 2014. Red Barn Exhibit is looking for artists for their judged show, with prizes awards. The exhibit is open to both amateur and professional artists. Red Barn Exhibit entries must be registered and entry fee received before the fair. The deadline for entries is September 18<sup>th</sup>. For more information go to their website: <http://www.waterfordfoundation.org/waterford-fair/>

The Waterford website states if artists exhibited in 2013, they would receive prospectus and application in August 2014. Artists new to the exhibit, phone them at 540-882-3018, ext. 113, or email for a prospectus and entry forms.

Lydia Jechorek has requested and will post the prospectus and entry forms on SAG's website [www.springfieldartguild.org](http://www.springfieldartguild.org)

### Earth and Fire Ceramics Exhibition

Friday, September 12, 2014 to Sunday, October 19, 2014  
**Place:** Workhouse Arts Center 9601 Ox Road Lorton, VA 22079  
Building W-16 - Vulcan Gallery  
**Public Opening Reception October 9, 6-8pm**  
**Price: FREE**

An exhibition featuring the works of 35 leading ceramic artists from the nine nations: Indonesia, Malaysia, the Philippines, Singapore, Thailand, Laos, Vietnam, Cambodia and Myanmar.

In Southeast Asia, ceramics has always played an important role in the functions of daily life. Pottery has been present in every aspect of the Southeast Asian civilization's culture. It was often used to study the way people lived, and was found anywhere from bowls on the dinner table to icons for religious practices. Even today, the tradition continues. Over the past few years master ceramic artists from the ten nations that comprise the Association of Southeast Asian Nations (ASEAN) Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam have gathered to celebrate and share their art with the world.

The culmination of the exhibit will be a three day symposium (Oct. 10-12, 2014), where 12 of the exhibiting ceramic artists will demonstrate their techniques and present lectures.



## FREE Class: Insurance for Artists: Simple Ways to Insure Your Artwork



**Date:** Saturday, September 6, 2014 - 10:00am

**Cost:** FREE

**RSVP:** please RSVP to [brettjohnson@workhousearts.org](mailto:brettjohnson@workhousearts.org)

**Location:** Workhouse Arts Center, 9601 Ox Road Lorton, VA 22079

Building W-16 - Vulcan Gallery

Jamie B. Gregory, Underwriter, Fine Art and Museums Market Insurance Company

Underwriting began around the same time Shakespeare was entertaining the citizens of London. While artistic methods, mediums and techniques have changed, insurance has changed with it. Artist insurance covers your work as it is being created, once completed, shipped, displayed and sold. With a goal to educate - Jamie will walk you through a standard Artist coverage form, as well as the importance and cost effective ways to become insured, so you have an important tool in your studio: knowledge. James was recently invited by the Virginia Museum of Fine Arts to speak with its statewide partners on insurance techniques. He specializes in fine art insurance.

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## The Potomac Valley Watercolorists (PVW) celebrates 40 years

Saturday, September 13, 2014 to Saturday, October 25, 2014

**Place:** Workhouse Arts Center 9601 Ox Road Lorton, VA 22079

Building W-16 - McGuireWoods Gallery

**Price:** FREE

**Public Opening Reception: September 13, 7-9pm (FREE)**

The Potomac Valley Watercolorists (PVW) celebrates 40 years as a juried group of Watercolorists in the Greater Metropolitan DC region with an exhibit of 100 paintings from its members.



PVW, based in the Maryland, Virginia and the District of Columbia area, is a juried society of watercolor painters. PVW is a nonprofit organization that seeks to promote the art and excellence of watercolor painting. Members include many watercolor instructors who teach at all levels, and artists who exhibit at prominent galleries, museums and in nationally acclaimed exhibits. Some members serve as jurors; others give demonstrations and programs for art and community groups. **40 Years of Potomac Valley Watercolorists** will educate viewers on the history of watercolor in the region and provide a better understanding of the media.

PVW is also delighted to announce the release of their first book to honor their 40th anniversary. The publication is filled with striking images of members' work along with descriptions of each artist's process. The PVW 40th Anniversary book will be available for sale at the Workhouse.

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## Call for Entries: World Aesthetic Landscapes

**Deadline:** September 8, 2014

<b>Exhibit Dates:</b>	October 1-31, 2014
<b>Title:</b>	Call for Entries: World Aesthetic Landscapes
<b>Sponsor:</b>	Arlington Artists Alliance
<b>Venue:</b>	Gallery Underground
<b>Awards:</b>	\$500 in cash awards
<b>Juror:</b>	Alice Kale
<b>Eligibility:</b>	Gallery Underground invites artists in all media from around the country to submit works for a juried exhibition inspired by travels near and far; at home and abroad; continental and intercontinental; places real or imagined. Submissions via digital entry.
<b>Fees:</b>	\$35 for up to two entries
<b>Commission:</b>	30%
<b>Send <u>SASE</u> to:</b>	Gallery Underground, 2120-A Crystal Plaza Arcade, Arlington, VA 22202
<b>E-mail:</b>	<a href="mailto:Sandi.Parker@galleryunderground.org">Sandi.Parker</a>
<b>Phone:</b>	571-483-0652
<b>Website:</b>	<a href="http://galleryunderground.org">http://galleryunderground.org</a>
<b>Prospectus:</b>	<a href="http://galleryunderground.org">http://galleryunderground.org</a>

