

# MidAmerica Pastel Society

N E W S L E T T E R

JUNE/JULY 2003

Donna Aldridge PSA M-MAPS, Editor

VOLUME 6 ISSUE 5

## From the President...

### GOOD NEWS/BAD NEWS on EXHIBITIONS

I regret to tell you that we will not be having an exhibition at Rockhurst this September. They have had a budget crunch, have let the gallery director go and asked her to cancel all exhibitions planned. They will, however, be hiring a new part-time director and will be rescheduling exhibits in the future. I was told by the University's Chair of the Dept. of Arts and Letters that they will contact us in the future as the new Director is hired.

We can look forward to our Sixth Annual MAPS Small Painting Show at Endres Gallery, Prairie Village, Kansas, in October and to participating in the November Show with our sister pastel society in Australia with 16 selected works in the 9" x 12" size. Also, I have started contact with the Albrecht-Kemper regarding another juried member show with them. That exhibit was very successful for us and a beautiful gallery. We are looking at other venues as well and will let you know as things progress. If you have a suggestion, please contact Jody Drake or me.

Although we do not have meetings in July and August, there will be scheduled paint outs. Kathleen Connors would like your email address (the newest - many are not correct in the phone book) so she can let those interested know of good plein air opportunities as they arise. See the information on page two of the newsletter.

We will meet again in September....

**HAVE A GREAT SUMMER OF PAINTING!**

—Mary Mayfield, President

## Next Meeting

### GENERAL MEETING

**7:00 Tuesday Evening, June 24 2003**

The Village Presbyterian Church, Room S-141  
6641 Mission Road, Prairie Village, KS

### **Promoting Your Work!**

*Donna Aldridge*

Handout Sheet & Light Refreshments

## Promoting Your Work!

For our June meeting Donna Aldridge will share how to create strong PR and marketing material step-by-step after taking part in several recent seminars at IAPS and in KC with three different specialists in the field. For the 'casual painter/exhibitor', there are several important basic things you can do. For the more serious painter, looking for the first or additional gallery representation, exhibition opportunities or sales in other venues, there are still more steps to be outlined, all with budget in mind.

A handout sheet from Donna's past experience and recent note-taking includes specific lists of items which will serve as a guide to more in-depth comments during the program. Questions welcome. Donna will also share some ideas for those with and without computers. For the vital beginning 'project' for everyone, please see Donna's accompanying article on "Introducing YOU!" Bring note-taking materials.

This meeting will again be more casual and will include light refreshments. We realize that June is a very busy month and you are all knee deep in vacation and hopefully, painting plans for your summer months . . . but we hope you will join us for our last meeting before we take a two-month hiatus.

—Bev Amundson, VP/ Program Chairman

## Other 2003 Events

**PAINT OUT — Sat, June 28, 8:30am - ?**  
Black Swan Lake, Shawnee, KS — directions page 2  
*Other Summer Dates/Locations sent by email  
& posted on MAPS web site*

**No Meetings in July and August**

**Next Meeting September 23**

*12 works selected at September Meeting for  
Joint MAPS/PASA Show in Australia in Nov.  
9" x 12" image area, unframed under glassine*

**Oct: MAPS Small Painting Show**  
*Endres Gallery, PV—one month earlier than usual!  
8" x 10" image area, frame limit 14.5" x 16.5"*

## Presenting a First Solo Show!

It is amazing what a due date will do to motivate you to get work done. From late June 2002 when the Deming Arts Council invited me to have an exhibit there, I had until the middle of March (about 9 months) to complete 15 pieces, have slides shot, and do all the framing and finishing - that would make a total of 33 pieces to show which I thought I needed to make a good exhibit for the space available, and have four pieces to include in exhibits and/or competitions elsewhere.

This was my first one-woman exhibit, and it was a very rewarding experience. Not only did I sell 13 pieces, but the demos I gave on Thursdays and Saturdays were well received. The Thursday of the first demo, four people showed up. They were even a little early, and they were excited! They had seen my exhibit and loved my work and wanted to know more about it and me! Was this cool or what?

I greeted each one and started passing things around, talking about the materials and why I used what I did, giving an introduction into the piece I had started and would work on in front of them. It was great, and the most rewarding thing out of all this experience is I finally felt I had something to share from what I have learned, and that a person can learn from teaching. It is very reinforcing to verbalize what I know.

I've been asked if I would do a workshop next time I'm in Deming, which will be in November. I'm a little nervous, but plans are in the making, and what fun that will be - my first workshop! Thanks to Mark Moseman for the tip that Southwest Art Magazine will print spot ads for exhibits if you submit slides, a bio/artist' statement, cover letter and exhibit info early enough out in the April issue - what a delight!

Thanks to my husband Jim for getting me down there and back with all my artwork - all of this wouldn't have happened without his support.

—JoAnne Christensen, Membership Chairman

## Introducing YOU!

What do you say when you are first introducing yourself to a new person? Make the first ten seconds count! Three promotion experts at different seminars I attended all strongly suggest the very same thing! FIRST, before anything else: develop a short statement, one or two sentences of about 10 to 20 words that convey the essence of our work. We are to hone it, rehearse it, memorize it and then always use it when introducing ourselves—or in brochures, web site, press releases, etc.

This introductory statement should give someone a brief idea about your paintings and *make them curious to see the work, to act*. As an example, one expert's introductory sentence is, "Hi, my name is Andrea Adler. I'm a PR/marketing consultant specializing in the holistic industry. I offer private consultations, representation, and workshops, and have recently written a book called *Creating an Abundant Practice: A Spiritual and Practical Guide for Holistic Practitioners and Healing Centers*. What do you do?" Andrea says, "I cannot emphasize enough the significance of having these words, your *sound bite*, be compelling and powerful, memorized and flowing effortlessly from your lips." (Her ideas match perfectly the experts focused on art careers.)

We'll invite two or three members to come up in front and try out their *sound bite* as we all did at Andrea's workshop. It's really valuable. We'll all learn a LOT!!! *Start practicing!*

Geoffrey Gorman began the first of his three programs at IAPS with this, too and considers it Step One. He suggests ten words or less. He offers a series of tele-classes by phone, including a free one each month. For more information, [www.artistcareertraining.com](http://www.artistcareertraining.com) where you can sign up for a free regular newsletter. I highly recommend ACT! Andrea Adler, [www.HolisticPR.com](http://www.HolisticPR.com), left several of her books with me and at \$23, is perhaps the least expensive near-complete collection of step-by-step information on promoting your work, including brochures, business card, press releases, etc. and they'll be at the meeting if interested. Portfolio is not covered, but G. Gorman has a great book covering that quite completely. Both excellent publications!

—Donna Aldridge, Ex-Officio, Editor

## Paint Out - Saturday, June 28th at Black Swan Lake!

The June paint out will be Sat, June 28 from 8:30am to ? at Black Swan Lake in Shawnee. This is a small community lake which offers lovely vistas and shorelines. There is also a beautiful lakeside garden and a woodland garden and the daylily should be in full bloom at this time.

**Directions:** Take Johnson Dr. to Quivira where you will go north to 51st street. Go left (west) until you reach Black Swan at the top of the hill on the right, opposite some towers. Go right into Black Swan and left at the

first fork and right when the road ends at the lake. If you go straight on this road, you will reach the gardens. If you go left over the small dam, the road curves around the lake and there are several spots to paint.

**Bring a lunch if desired.** We are planning paint outs through the summer even though we are not having meetings, so make sure that we have your correct email so that we can let you know about them. Paint Out dates and locations will also be posted on our web site.

—Kathleen Connors, Paint Out Chairman

## Member News

The Third Annual Plein Air Event Awards, Friday Evening, June 13: **Donna Aldridge**—Best of Show; **Donna Carrington**—Third Prize; **Elaine Jones**—Honorable Mention. **Loreta Feedback**, **Mary Mayfield**, **Donna Carrington** and **Pat Deeter** serve on the Plein Air Comm.

Join us at the Summer Paint Outs!  
Great fun and good painting. Be sure to send  
your current email address to Kathleen.

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## Minutes-May Meeting

Excerpts of the May Meeting; full Minutes on web site.

A Meeting of the MidAmerica Pastel Society (MAPS) was held at Village Presbyterian Church, Tuesday May 27, 2003. CALL TO ORDER: The meeting was called to order at 7:10 p.m.

REPORT ON IAPS MEETING: Candy Whitman presented slides taken at the IAPS meeting held in Albuquerque, New Mexico on May 9-11. Slides depicted registration activities at the Hyatt Regency in Albuquerque, workshops and demonstrations. One unusual demonstration was an hour long 'paint around' in which five artists painted in 10 minute increments, then rotated to the next painting for another 10 minutes, finishing with their own painting. Candy reported that Daniel Green did a demo on Friday evening, and was later the keynote speaker at a banquet. There were also comments about the convention from other IAPS attendees.

PLEIN AIR EVENT: Joan Johnson, Program Director of the 50 Plus Program invited members to participate in the plein air event to be held at City Market, Loose Park, and Shawnee Mission Park.

WORKSHOPS: Donna Yeager is conducting a 2 week workshop to Portugal October 22 - November 5th. Interested parties are urged to register as soon as possible.

Due to inclement weather, a workshop by Carol McCall has been rescheduled for May 30th at Antioch Park, Shelter #4.

OTHER BUSINESS: Ms. Mayfield reminded members with paintings in the Sheraton show to pick up their paintings on June 10th.

Drawings were held for a number of prizes including pastels sets, pastel sticks, and Art Spectrum paper. Donna Aldridge displayed an oil painting she had done on Art Spectrum paper, noting the paper could also be used for water color paintings.

ADJOURNMENT: The meeting was adjourned at 8:50 p.m.

—Respectfully submitted, Ginny Mashburn, Secretary

### Painting Classes with Donna Aldridge

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

Studios Tips and other Info for painters on Writings page

**Ardis Burley, Wed. Class Manager 913-262-9280**

**Kaern Rees, Thurs. Oil Class Mng. 913-663-2805**

**Ruthie Ingram, for Wed. Eve 913-721-1486**