



*President: Pam Andros*  
*Co-Vice-Presidents: Sue Lewis & Kris Kellor*  
*Secretary: Kerri Shannon*  
*Treasurer: Susan Baez*  
*Past President: Beatrice Williams*

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## **ZAPApplication Workshop on February 18**

Dave Peterson will present a workshop on the ZAPApplication process for applying for art fairs on February 18. ZAPP is a national method for applying to shows and is used by an increasing number of the better quality art fairs.

The three-hour session will start at 1:00 on Saturday, February 18, at the Alicia Ashman Library, 733 North Highpoint Road (intersection of Old Sauk Road and High Point Road just east of the Beltline).

The price of the workshop will be \$15 (checks made out to MAG). Dave will present step-by-step, detailed instructions with numerous handouts. To enroll, please send your reservation and checks to Pam Andros, 1914 Kendall Ave., Madison 53726. Questions: [pandros@att.net](mailto:pandros@att.net) or 238-6578.

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### **Calendar**

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Jan. Showcase Pick Up	Feb. 4
Board Meeting	Feb. 6
ZAPApplication Workshop	Feb. 18

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## **JANUARY SHOWCASE PICK-UP – SATURDAY, FEB. 4**

For those who participated in the January Showcase (a very impressive show, so congrats to those of you who brought in art work) at University Hospital & Clinics, pick-up of all art work is on Saturday morning, February 4, from 9:00 to 11:00. No further reminders will be issued. Art work cannot be held at the hospital, so any leftover work will have to be taken to a Board member's home.



## **Hilldale All Guild/Invitational Art Fair March 31-April 1**

There are still openings in the upcoming Hilldale Art Fair, scheduled for the last weekend in March. Coordinator Loretta Dooley wants to keep the identity of this show predominantly for Guild members, so please consider participating. Booth sizes are 6' x 12,' so there is ample space for sharing a booth and cutting costs. The application is available in the second attachment of the e-mail announcing this newsletter. If you have questions, contact Loretta: [h2ocolor@h2ocolorart.com](mailto:h2ocolor@h2ocolorart.com) or 271-7472.

### **Opportunity to Show Art Work at Pucci's**

Since last summer 27 MAG members have shown their art work at Pucci's Gallery, 555 S. Midvale Blvd, in the Sequoya Commons Shopping Center. Feedback from these artists has been very positive. Linda Cowan, President of Pucci's, continues to extend the invitation to MAG members. If you are interested in a new venue to show your work, contact Loretta Dooley: [h2ocolor@h2ocolorart.com](mailto:h2ocolor@h2ocolorart.com).

#### **FYI Box**

**Would you like to be part of the MAG Booth at Art Fair on the Square? Every member of MAG has a chance by lottery to participate in AFOS, and that has been the case since MAG started having a booth at AFOS years ago.**

**Within the next few months the MAG Board of Directors will be revising the method of conducting the lottery so that every member has a chance to participate. Each interested member MUST WATCH FOR DRAWING INFORMATION in upcoming newsletters so that you can submit your name for the drawing.**

**In past years names have been drawn until all have been chosen, which means that the schedule may be determined for the next four or five years. Now that so many members want to participate in AFOS, the Board is working on new rulings for the drawing in order to make it fair for every member.**

**Watch the upcoming newsletters carefully so that you do not miss the opportunity to submit your name for the drawing!**



## Opportunity to Help Leukemia-Lymphoma Society

Christine Schmieden, Marketing and Outreach Liaison for the Department of Surgery at University Hospital & Clinics, attended the January MAG Board meeting to propose that MAG help support the local Leukemia-Lymphoma Society by donating art work for silent auctions at various events that will be held throughout the Madison area, starting on February 23. Art work of varying monetary values may be donated for silent auctions that will be held at various events throughout the winter and spring months, culminating in a large event at the Madison Concourse Hotel on May 4.

If you wish to support these events by donating art work, please call or e-mail Pam Andros : [pandros@att.net](mailto:pandros@att.net). All funds will be used for blood cancer research at University Hospital.

## Policy/Procedure Manual for MAG

Sue Lewis and Kris Kellor, MAG co-vice presidents, will be developing a Policy and Procedure Manual during the coming months. It is hoped that if we have procedures developed for each event that MAG sponsors, it will be much easier to carry out duties for each event. These written guidelines will help establish firm policy and will also enable new members to step into leadership roles.

The Policy and Procedure Manual will be posted on the MAG web site so that members may refer to it.

If anyone would like to have input on policies or procedures practiced by MAG, please contact any Board member, Sue Lewis ([suelewisart@gmail.com](mailto:suelewisart@gmail.com) /848-1497), or Kris Kellor ([kskellor@ameritech.net](mailto:kskellor@ameritech.net)/275-1053).

## Directories Available Soon

The directory proofs are at the printer, and if deadlines are met, the directories will be handed out at the January Showcase Pick Up on February 4. For those who did not participate in the Showcase, your directories will be mailed to you later. Marcia Nelson deserves an emphatic thank you for editing the 2012 directory.



# NEWSLETTER JANUARY 2012

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MAG Jan. 2012 minutes

Attendance: Kerri Shannon Merikay Payne, Sue Lewis, Susan Baez, Norma Hove, Cindy Koshelek, Pam Andros, Christine Schmieden (UW Hospital Surgery Outreach Liaison)

1. Minutes of the December meeting approved.
2. Feedback on January Showcase: It was suggested it would be good idea for MAG volunteers to wear name tags to identify MAG helpers for both membership and UW Hospital staff.  
For Future shows, more specific information is needed in advance of the show: title, name of artist, medium, price on card adhered to artwork, requirements for hanging both 2D and 3D artwork.  
Chairperson should remember to bring paper and tape for those who have not identified their work properly.  
Informing workers to bring parking tickets into Hospital to be validated at the front desk.  
It would also be helpful for MAG to provide a map of the parking layout and drop-off site.
3. Yearbook: It was suggested a new members who needs volunteer time could mail the balance of the yearbooks that are not picked up at UW Hospital on Feb. 4.
4. Community Program: Christine Schmieden from UW Hospital provided a presentation regarding their fund raising events for LLS (Leukemia and Lymphoma Society). The Society is offering MAG members an opportunity to provide silent auction donations in different venues. The fund raising campaign kicks off February 23 and continues until May 4, with the event culminating with the big Fund raiser at the Concourse Hotel: Man and Woman of the Year Award. For this event LLS is seeking 4 -\$100 and one \$500 donations for silent auction. MAG can donate items under \$100 for other events (wine tasting, golf event) that would make MAG a sponsor. LLS will provide exposure for MAG with advertising on radio, TV, newspaper and on LLS website. The art work is tax deductible. The artists are also invited to the different venues. There is no entrance fee for those artists who contribute.
5. P.O. Box: It was decided MAG will renew the post office box for \$45/ year fee.
6. Volunteer hours: MAG needs to keep better track of volunteer participation and hours. Cindy Koshalek is coordinating the volunteer tasks.
7. MAG membership: The membership for 2012 will increase by \$5.00 to \$30.00. There will be a \$10 Salon fee.
8. MATC scholarship: MAG will provide a \$500 scholarship for MATC for 2012. MATC has assessed a 5% administrative fee to all scholarships. Cost to MAG will be \$525. Susan Baez will follow through with contacting the MATC Foundation.
9. Art Fair on the Square: Ways to improve the drawing for Art Fair on the Square were discussed. More detailed decisions will be made at the February meeting..
10. A MAG time line has been developed. It will serve as a basis for creating a Policy and Procedures document for each project in which MAG is involved. It was suggested the MAG timeline and procedural information be put on the website so members have access to it and can know what is planned on a monthly basis. Sue Lewis and Kris Kellor plan to work on this within the 2012 year.
- 11: Treasurer's report: \$10,549.19 in MAG's account.
12. February meeting scheduled for 6:30, Monday, Feb. 6 at Sequoia Library.

Respectfully submitted,  
*Kerri Shannon*

