



Co-Presidents: Sue Lewis & Kris Kellor  
Vice - President: David Carpenter  
Secretary: Ruth Manning  
Treasurer: Tom Kuchenbecker  
Past President: Pam Andros

***Inside this issue:***

Annual Fall Banquet and Meeting ..... 1  
Get Ready for the Promega Show .....2  
Facebook Workshop .....3  
Jean McCormick Memorial Scholarship.....4  
MAG Board Minutes, Tues. August 20, 2013 .....4  
Madison Art Guild Bylaws Revision Recommendations .....6

**Annual Fall Banquet and Meeting**

Thursday, October 17<sup>th</sup> 6:30PM  
Imperial Garden Restaurant,  
2039 Allen Blvd. Middleton, WI 53562

***Join us for our annual Fall Banquet and Meeting!***

All are encouraged to come. Socialize with Fellow artists, meet new members, and have fun! New members are invited to show one or two selections of their work in an informal, relaxed atmosphere.

We will have a brief meeting and an important vote on revisions to the bylaws. We will have five entrees to select from, including a vegetarian and seafood choice, served with tea and rice for \$14.95. There will also be a cash bar.

RSVP to Chris Echtner (cechtner@att.net or 608-278-2961) by October 10th. Spouses and friends are welcome.

## Get Ready for the Promega Show

- Sept. 11, 4-7pm            Drop off artwork at Promega Building in Fitchburg, Front Entrance.  
Sept. 17, 4:30-6:30 pm    Reception for All MAG members. Everyone Welcome!  
Dec. 3                        End of Promega Exhibit  
Dec. 4, 4-7pm              Pick up artwork at Promega Building in Fitchburg, Front Entrance

The Madison Art Guild Centennial Celebration begins with a member show opening September 17, 2013 at the Promega Corporation in Fitchburg, Wisconsin. I hope you have all marked your calendars for this event. Food and fun are guaranteed!

Please take note of the important dates listed above. Drop off is on September 11 and all work should be ready to hang with labels attached firmly to the back or the bottom of the piece. The tag should include Name, Title, Value, Medium and NFS if not for sale. Remember to use the titles and prices provided in your submission form.

Postcards will be given out at the time of Drop-Off on September 11. If you need them earlier, contact Tom Kuchenbecker at 278-7009 or [kuchtom@yahoo.com](mailto:kuchtom@yahoo.com).

Thanks go to Cindy Koshalek and the Centennial Committee who helped to jury the show and to all of the members who submitted art work. Thanks to Tamara Tsurkan for her wonderful job on the website. Thanks to Promega for their ongoing support and commitment to the arts.

## Facebook Workshop

Thursday, October 3, 2013  
7:00 - 8:30 p.m. (The room will be open at 6:30 p.m.)  
Room 302, Madison Public Library, Mifflin Street  
Sign up deadline: Monday, September 5<sup>th</sup>

Presented by Nick Newlin  
Coordinated by Mary Palmer and Karen Watson-Newlin

### Workshop Overview

The Facebook page workshop will cover the benefits of having a Facebook presence, initial creation and setup of a public Facebook page, best practices for posting to your new Facebook page (what types of content are best, the best time of day to post, optimal post frequency and responding to comments and

---

messages on your page) and the available low-cost opportunities for promoting your page through Facebook's paid advertising platform.

**Key Takeaways**

- Learn how to build a Facebook page to promote your artwork
- Understand how to manage that page once it is built
- Be able to leverage Facebook's advertising platform to promote your Facebook page

**Presenter Biography: Nick Newlin**

As the Digital Director at Shine United, Nick Newlin leads Shine's online division, with the mission of leveraging all available technologies to communicate effective, timely and engaging messages based on inherent consumer truths.

Prior to joining Shine, Nick has worked for organizations with varying roles in the online space, including Aesention, a boutique web design agency, and the Trace Research Center, where he conducted research into website accessibility and usability as a member of the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI). His experience covers a wide range of technologies and industries, and he has worked previously on brands such as Rubbermaid, Oscar Mayer/Kraft Foods, and TDS Telecom.

Nick's diversity of experience shares a common thread: Harnessing the power of the Internet to deliver ROI-based marketing strategies by engaging consumers with breakthrough creative. In development and execution of these strategies Nick has participated in account and media planning, project management, driving the creative process and hands-on digital development.

For more information on this workshop, or to register for it, please contact Karen Watson-Newlin at (608) 827-6180, or by email at [kwatsonnewlin@tds.net](mailto:kwatsonnewlin@tds.net). Space for the workshop is limited to 25.

**Post Workshop Show & Tell**

Following the presentation we will be having a "Show & Tell" for MAG members. What a great way to mix and to get to know other members, both new and old, and what they have been up to. One part curiosity, one part bragging and a whole lot of inspiration will be going on. So, don't be shy and bring in one of your personal pieces of art to display and share.

## **Jean McCormick Memorial Scholarship**

The Madison Art Guild Board of Directors is excited to announce the establishment of an annual scholarship in the name of Jean McCormick. At the June 2013 Madison Art Guild Summer Salon reception, a member of Jean's family shared with a Board member how proud Jean was to be juried, at the age of 78, into membership in the Madison Art Guild. Jean, who was an accomplished artist, passed away at age 88 on January 23rd, 2013. Jean's artistic mediums were watercolor and later, pastels.

The family of Jean McCormick donated a very generous \$5000.00 to the Madison Art Guild with the request that the Guild use the funds to institute a Jean McCormick Scholarship Fund. To this end, the Guild will, as long as the funds permit, award a second semester \$500.00 scholarship to a Madison Area Technical College student. The McCormick family has expressed a desire to continue to be involved in the development of the Jean McCormick Memorial Fund over the years.

The Madison Art Guild, one of the oldest guilds in Wisconsin, was founded in 1914 to encourage and stimulate the growth of art in the Madison area. MAG is involved in community outreach programs, scholarships for art students, exhibitions, art fairs, critiques and workshops.

The Board of Directors of MAG thank the family of Jean McCormick for making it possible to offer a second annual scholarship to a deserving MATC student. We look forward to the family's continued involvement in the development of the Jean McCormick Memorial Scholarship Fund.

## **MAG Board Minutes, Tues. August 20, 2013**

Fitchburg Library, 6:30pm Room C

Present: Sue Lewis, Kris Kellor, Tom Kuchenbecker, Ruth Manning, David Carpenter, Tamara Tsurkan, Chris Echtner

### **Standing Committee Reports and Urgent Business**

#### **1. Co-Presidents' Report**

Kris reported the McCormick family is interested in using their \$5,000 donation to establish an annual Jean McCormick Scholarship. This money will be kept in the MAG treasury and dedicated to this use.

David Carpenter made a motion to create a Jean McCormick Scholarship for \$500 to be given annually

---

to an MATC student, Tom K. seconded the motion, the motion passed. This scholarship is in addition to the annual MATC scholarship given in the spring by MAG.

## **2. Treasurer's Report**

Tom reports MAG has \$14,621 on hand as of August 1, 2013, including \$115 in Salon commission fees.

## **3. Membership Report**

Cindy Koshalek has resigned as Membership Chair. Chris Echtner and Marsha Nelson have expressed interest in the job as Co-Chairs. Kris will type up a list of duties including the Fall Banquet to be reviewed by Chris and Marcia. Chris will set up a date for the Fall Banquet and send the info to Ruth Hansen for the newsletter.

## **4. Newsletter Report**

Ruth Hansen will be collecting and editing articles for the newsletter. Ruth M. will send the minutes to the Executive Board for approval prior to sending them to Ruth H., who will send the edited copy to Bill Blansett for newsletter publishing.

## **5. Centennial Committee**

Tom K. handed out postcards produced by Promega to be sent out or dropped off at appropriate locations. Ruth M. will write an article for the next newsletter to remind the membership about important Promega dates. Cindy Koshalek has arranged for members to help at intake.

## **6. Bylaws Revision Committee**

David Carpenter passed out copies of the bylaws with changes proposed by the committee and these were discussed by the Board. Chris proposed that we accept the bylaws with agreed upon changes. David seconded the motion, motion passed. The draft of the proposed changes will be made available to MAG members through the September newsletter and will be voted upon by the membership at the fall banquet in October.

## **7. Website/Communications Committee Update**

Tamara recommended changing servers for the website to improve service and reduce costs. Dave made a motion to change servers according to Tamara's recommendation Chris seconded the motion, motion passed. Tamara will make arrangements with the new server.

Tamara has been continuing to create a system for Bill to produce a newsletter pdf file for the website and is developing an easier system for Ruth H. to manage the opportunities page of the website. Once we switch to the new hosting Tamara will look into creating the online image gallery for members.

---

Sue reports there is a Facebook page with a link on the homepage of the website. A workshop on the uses of Facebook to build community within MAG and promote our art will be held in October organized by member Karen Watson-Newlin and presented by Nick Newlin. Mary Palmer will be coordinating a MAG member Show and Tell/critique in conjunction with this workshop. More information will be available in the September Newsletter.

### **8. Hilldale Show Report**

Chris reports that this will be the last show at Hilldale until further notice as Hilldale is reorganizing the space.

Meeting adjourned 8:37pm

Next Board Meeting: Tuesday, September 17, 2013, 6:45 PM, Fitchburg Library, Rm C.

(Promega Reception precedes this meeting 4:30-6:30 PM at Promega)

### **Madison Art Guild Bylaws Revision Recommendations**

David Carpenter, MAG Vice-President, and Marcia Nelson were asked by the Board to review the current MAG Bylaws for any needed revisions and to bring their recommendations to the Board at the August 20th Board meeting.

The Board considered their recommendations individually and after some further discussion and revision by Board consensus, the draft of the revised Bylaws was approved by the Board for presentation to MAG members. Any revisions must be approved by a vote of the MAG membership. This vote will take place at the annual MAG Fall Banquet.

In accordance with our current bylaws, all proposed revisions are being made available to our members for their review and consideration through a link in this newsletter. The revisions will appear as bolded blue text within the document.

To view the bylaws with revisions, click here: [Madison Art Guild Proposed Bylaw Changes](#)