




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

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**Important Upcoming Dates**

March 2<sup>nd</sup>: Drop off work at Coffee Gallerie 10 - 12pm  
 March 18<sup>th</sup>: Meeting of Ideas 6:30 pm  
 April 10<sup>th</sup>: Art Fair on the Square drawing Deadline  
 April 13<sup>th</sup>: Ballots due for AFOS Lottery drawing  
 April 15<sup>th</sup>: Board Meeting and AFOS Lottery drawing  
 April 30<sup>th</sup>: Pick work up from Coffee Gallerie 10 - 12pm

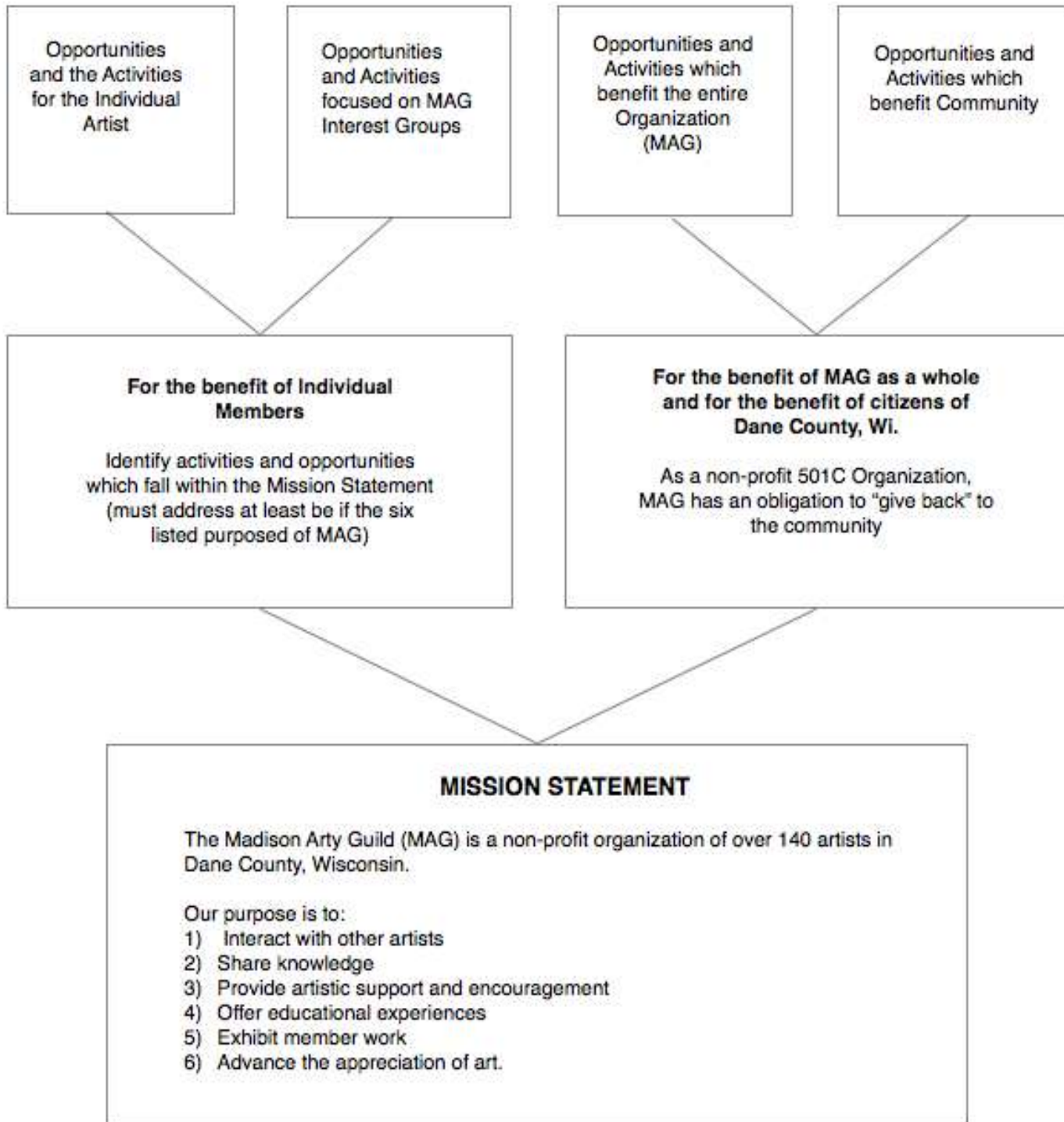
**March Meeting of Ideas**

You are invited to an idea sharing event for our March meeting:

March 18<sup>th</sup> at the Fitchburg Library, second floor, room C at 6:30pm.

With a successful centennial year underway we are looking for ideas to keep the momentum going through creative opportunities for showing and sharing art, lectures, workshops, building community - our own and the community at large, and growing a vibrant, strong Art Guild. We have included a flow chart below to help guide us in this process.

Please come and share your ideas at this exciting brainstorming session. Bring a snack to share if you can, but most importantly – bring your ideas!



## Opportunities page on MAG website

Are you looking for galleries to show your work in? Do you have a venue, and are seeking artists? Looking for educational activities? All this and more is on the MAG website under the “Opportunities” tab. The list is up-to-date and always interesting. Check it regularly for new entries!

## Art Fair on the Square

*Every MAG member not already scheduled for participation in Art Fair on the Square (see listing below) is eligible to participate in this drawing.*

Art Fair on the Square is a yearly event sponsored by the Madison Museum of Contemporary Art. Several Madison art groups are allowed booths to participate and must follow all the same rules as other exhibiting artists. In past years MAG has had two tents, which allows for six artists.

This is a big show, intense, hot, busy and very fun and hopefully, profitable. It takes a lot of preparation and hard work. Be prepared if you enter and win a spot. It involves having a sales permit, building adequate inventory, setting up and breaking down tents and your display area, and remaining adaptable to weather conditions. Many meetings are mandatory and everyone has a big responsibility.

If your name is drawn and you drop out, you lose your space! Subsequent artists in line will move up if they can. Fees will be returned if your spot is filled.

For more information, please contact Judi Werner ([wernerj@gmail.com](mailto:wernerj@gmail.com))

To help artists establish themselves for doing business at art fairs and other venues, the following information was taken from the Wisconsin Department of Revenue website:

### **Who must obtain a Seller's Permit?**

A seller's permit is required for every individual, partnership, corporation or other organization making retail sales, leases, or rentals of tangible personal property, or taxable services in Wisconsin, unless all sales are exempt from sales or use tax.

### **When should I apply?**

Apply for a seller's permit at least three weeks before you open your business.

**Issuance of the Seller's Permit**

After receiving the Application (*available on website*) for Business Tax Registration and the security deposit (if requested), a seller's permit will be issued to you by the Department of Revenue.

**For more information, contact:**

WISCONSIN DEPARTMENT OF REVENUE

Customer Service Bureau

P.O. Box 8949

Madison, WI 53708-8949

Phone: (608) 266-2776

**Art Fair on the Square Upcoming Lottery Drawing**

Drawing Deadline – April 10

It is time to have another drawing for Art Fair on the Square (AFOS). The rules state that when the list gets below 24 we will have a drawing. The following are on the current list.

**2014:** Judi Werner (Chair), Aileen Musa, Luci Shirek, Charmaine Harbort, Debra Krebs, Sean Mitchen**2015:** Judi Werner (Chair), Merikay Payne, Kathryn Lederhause, Susan Baez, Tamara Tsurkan, Pam Andros**2016:** Judi Werner (Chair), Norma Koshalek

Any eligible MAG artist can enter one ballot. Eligibility includes any artist not currently on the calendar for a future AFOS show; must be a member in good standing (up-to-date with all dues, fees, and owed monies paid to MAG), and participates in all show related meetings, able to assist with equipment set-ups, and completes all application paperwork /images, correctly and on time.

Please remember that once placed on the list, if an artist drops out, the next successive artists automatically move up. If an artist wishes not to move up, he/she can keep their original spot without penalty.

The next drawing will be held at the regular MAG Board Meeting on April 15.

Please send all completed ballots by April 13<sup>th</sup>, 2014 to:

Judi Werner (Chair)

8512 Reid Dr

Madison, WI 53717

## MADISON ART GUILD 2014 SALON

University Hospital - C5/2 Skylight Lounge, 600 Highland Avenue

**Dateline:**

April 20	Registration materials sent
May 10	Return deadline of registration materials
June 7 9 - 11 am	Art drop-off
June 8	Art show opens
June 22 6:30-8pm	Reception
August 2 9-11am	Art pickup

**Judge:** Helen Klebesadel

**Salon Committee members:**

Karen Watson Newlin, Salon membership registration coordinator  
Theresa Drinka, Salon judging and awards coordinator  
Charmaine Harbort, Salon print materials coordinator  
Sherry Klinkner, Salon reception coordinator  
Donna Cutler-Landsman, Salon intake and pickup coordinator  
Merikay Payne, Salon chair

Alicia Rheal, Christine Thomas-Virnig, and Yongjing Li are volunteers for intake and pickup. Christine Echtner is a volunteer for reception setup.

More volunteers will be needed and a request will be included in the April newsletter.

**Participation in the Madison Art Guild Annual Salon is a membership requirement.**

If you are not able to participate, please provide an explanation to one of our Co-Presidents, Sue Lewis (848-1497, [suelewisart@gmail.com](mailto:suelewisart@gmail.com)) or Kris Kellor (275-1053, [kskellor@ameritech.net](mailto:kskellor@ameritech.net)). Members who fail to participate or provide a reason will be considered inactive and will not be allowed to participate in other MAG exhibits for the rest of the year. For those members who for health/aging conditions cannot produce art, MAG offers an honorary membership, which can be discussed with either of the co-presidents.

**Salon Advance Registration: (Required)**

Each MAG member is responsible for printing out his/her Salon materials and will send the completed information by the May 10 deadline. This procedural step is essential for the typing of identification cards for the show installation.

Send all Salon materials to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593.

The only business conducted at Intake will be the delivery of properly identified artwork and distribution of membership cards.

1) Dues and the Salon Fee will not be collected at the Salon Intake.

Please mail MAG annual dues (\$30) and the Salon Fee (\$15), along with the Registration Materials (separate sheet), to Karen Watson-Newlin (address above) by May 10, 2014.

2) One check (\$45) to cover both the Annual Dues (\$30) and the Salon Fee (\$15) is preferable. Members who have moved into the "Honorary Membership" status are not required to pay annual membership dues or Salon fees. Honorary Members do not receive a Salon packet.

3) Members who have received Board approval to not participate in the 2014 Salon will still be required to mail annual MAG dues (\$30) to Karen Watson-Newlin by May 10, 2014 (along with the "Excused from Salon Participation" form included in the Salon Packet.)

**Preparation of Art Work:**

- Only a small percentage of the show can be framed in wood. If you can use metal frames, please do so. We realize oil painters may need to use wood frames.
- All works must have a wire for hanging except items to be placed in the display cases. Sawtooth hangers are not acceptable, because they do not lock on the wall system at UW Hospital.

**Entry Requirements:**

The 2014 Salon will be held at the University of Wisconsin Hospital and Clinics - C5/2 Skylight Lounge, June 7 to August 1, 2014.

- Participant must be a MAG member with 2014-15 membership dues (\$30) and Salon Entry Fee (\$15) paid. Both Fees may be paid with one check of \$45.
- Each artist should enter one work of art.
- Art must be: 1) original, (2) must be completed since May 2012, (3) not previously shown in any local juried exhibition, or (4) not previously submitted to a MAG Salon.

- Art containing nudity, representations of violence, dark, depressing, or stressful images will not be exhibited in consideration that the Salon is held in a hospital setting.

NOTE: All accepted work must remain on display for the entire length of the show. UW Hospital and MAG will not be responsible for any unclaimed work after the show. If you cannot pick up your work, please make arrangements for someone else to do so.

#### **Media Categories\*:**

- (a) Painting or Drawing not under glass or Plexiglas: oil, acrylic, encaustic, varnished/sealed watercolor paintings and other durable painting or drawing media, including minimal mixtures of painting media such as acrylics with archival ink.
- (b) Paintings or Drawing under glass or Plexiglas: acrylic, watercolor, egg tempera, ink painting, Sumi-e or Oriental brush painting, pastel painting, oil, encaustic and other painting media including minimal mixtures of painting media such as acrylics or watercolor with ink details, pencil, pen and ink, colored pencil, markers and other types or mixtures of mark-making. Fiber-based 2D art. This also includes traditional printmaking, such as, lithography, relief, intaglio, monoprint, screen-printing, reduction block printing and other forms of very limited edition (less than 10 prints) of fine art printing. This does not include an archival giclee print of an original artwork in another medium.
- (c) Mixed Media: 2D artwork displaying two or more types of media, including assemblage, collage, acrylic or watercolor painting on scratchboard drawings (beyond minimal treatment), and other mixed media.
- (d) Photography and all types of Digital Imaging: digital and film photography which may or may not have been altered through technology using standard darkroom (like dodging and burning, etc.) and other photographic editing techniques.
- (e) Studio Fine Arts: strictly original fine art created in a studio environment such as sculpture, glass blowing, stained glass, pottery, woodwork, fiber art, and metal work.

\*NOTE: Each artist must declare the category on the registration form obtained in your electronic mailing. The category will be changed only if the artist and the Salon Coordinators agree that an artwork belongs in a different category. The Judge will not make category changes.

**Drop off** art work on Saturday, June 7th between 9:00am and 11:00am at the UW Hospital entrance. Before arriving, complete the Identification Card (found below) and tape it to the back, upper right corner of your artwork. Indicate the price of the artwork. If not for sale (NFS), indicate the value for insurance purposes. Build into your price the 20% donation to UW Hospital plus the 5% donation to MAG, should your artwork sell.

#### **Salon Reception**

The reception and Awards ceremony is Sunday, June 22, 6:30 to 8:00 pm. It is held in the Skylight Lounge, University Hospital & Clinics.



**Art Work Pick-Up**

Please pick up your art work and the end of the show: Saturday, August 2nd, between 9:00 and 11:00 am.

**Artwork sold during the show:**

If your artwork is sold during the Salon show, you are responsible for paying

(1) 5% of the sale price to the Madison Art Guild (sent to Tom Kuchenbecker, treasurer, Madison Art Guild, P.O. Box 45442, Madison, WI 53744) and

(2) 20% to the UW Hospital Art Fund. If your artwork is sold, you will receive a letter from Sarah Grimes, UWHC Art Coordinator, outlining the details of the sale.

Be sure to factor these donations into the price of your artwork.

**Salon Identification Cards**

<p style="text-align: center;"><b>IDENTIFICATION CARD</b> (To be affixed to artwork)</p> <p>NAME _____</p> <p>TITLE of ARTWORK _____</p> <p>MEDIUM _____</p> <p>JUDGING CATEGORY _____ <small>(Check the Instruction Sheet to determine category)</small></p> <p>PRICE _____  <input type="checkbox"/> For Sale    <input type="checkbox"/> Not for Sale</p>	<p style="text-align: center;"><b>REGISTRATION CARD</b> <small>(Mail to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593. Complete form carefully for Yearbook Directory)</small></p> <p>NAME _____</p> <p>EMAIL ADDRESS _____</p> <p>STREET ADDRESS _____</p> <p>CITY _____ ZIP _____</p> <p>PHONE# _____</p> <p>TITLE of ARTWORK _____</p> <p>MEDIUM _____</p> <p>JUDGING CATEGORY _____</p> <p>PRICE _____  <input type="checkbox"/> FOR SALE    <input type="checkbox"/> NOT FOR SALE</p>
<p style="text-align: center;"><b>TREASURER'S RECORD</b> <small>(Return with Membership &amp; Salon Payment)</small></p> <p>NAME _____</p> <p>EMAIL ADDRESS _____</p> <p>PHONE# _____</p> <p>MEMBERSHIP FEE    \$30          SALON FEE         \$15          TOTAL               \$45 <small>(paid with one check)</small></p> <p>CHECK # _____</p>	<p style="text-align: center;"><b>EXCUSED FROM SALON PARTICIPATION</b> <small>(MAG members excused from Salon Participation should summarize the reason for not participating in the 2014 Salon. Members who want to remain active in MAC should submit only the \$30 Membership Fee.)</small></p> <p>I am not participating in the 2014 Salon, because</p> <p>_____</p> <p>_____</p> <p>_____</p>

Please cut the four sections of this form and return the **Registration Form** and the **Treasurer's Form** to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593 before May 10. Affix the **Identification Form** to the top left corner of your 2D artwork and attach/include with 3D work.

Those MAG members unable to participate will return the **Registration Form** (needed for updating the Yearbook), **Treasurer's Form** and the **Excuse Form**.

PLEASE PRINT INFORMATION CLEARLY.



## MAG Board Agenda for February 18, 2014

Fitchburg Library,  
6:30 PM Room C.

*Present:* Judi Werner, Sue Lewis, Kris Kellor, Ruth Manning, David Carpenter, Tom Kuchenbecker, Chris Echter, Sherry Klinkner, Charmaine Harbort, Merikay Payne, Louise Joyce, Ruth Hansen.

### CALL TO ORDER:

#### Standing Committee Reports:

1. ***Treasurer's Report:***

Tom Kuchenbecker reported a February balance of \$12,507. The CD will mature in February and be automatically renewed for another 6 months. A refund check was received from the former web host. Income was earned from 6 sales in the January Winter Showcase.

3. ***Membership Report:***

Chris E. reports there have been no new requests for membership.

4. ***Centennial Committee:***

- Absolutely Art: Louise Joyce reports plans are underway for the MAG show at Absolutely Art Gallery and Café Zoma. The show will run the month of October. A total of 26 people will be accepted and information will be on the website, Opening reception is October 3 from 5-9pm.
- Museum of Wisconsin Art: Deadline in April, show runs August through November and information is on the website.

5. ***Communications Committee:***

Ruth H. reports that Tamara has been working on features in the member area and hopes to enable artists to edit printed information on their artist pages in the near future. Tamara will be putting the March newsletter together as Bill is out of town. Mary Palmer has asked for a membership list in order to solicit more images for the MAG Facebook page. Chris E will send her the updated list.

7. ***AFOS Update:***

Judi Werner has made a new canvas bag to contain some of the display equipment. Zapp application notification will come in March. A new rotation of names will be drawn in April.

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**Continuing And New Business:**

1. **2014 Summer Salon** has met and the members are: Karen Watson Newlin, membership and registration; Theresa Drinka, judging; Charmaine Harbort, print materials; Sherry Klinkner, reception; Donna Cutler Landsman, intake and pickup; and Merikay Payne, chair. Helen Klebesadel will be the judge and the reception date is June 22.
2. **March Idea Sharing:** Chris and Sherry will facilitate the group discussion. The purpose of the meeting is to solicit more input from Art Guild members to enrich the membership. Kris Kellor has created an organizational plan to guide the discussion and idea collection. Chris will put an article in the newsletter and send a reminder to the membership prior to the meeting.

Meeting Adjourned: 7:30pm.

Next board Meeting Tuesday, March 18th, 6:30 PM Fitchburg Library, Rm C.

**Functionality Added to the MAG Website**

More functionality has been added to the member area of the website:

- 1) Members now have the ability to reset a password (if a member forgets the password they can choose to have email sent to their registered email address and follow the link in the email to change password).
- 2) Members can now view the directory from the member area.
- 3) Members are able to edit their information (artist statement, address, etc).
- 4) Soon members will be able to upload images of their work.

The following instructions are provided to us by Tamara Tsurkan, our website manager:

While on the Madison Art Guild website (<http://www.madisonartguild.com>) click the Member Area link in the top right corner.

On the page that appears enter your registered email address (the one the MAG newsletter is sent to).

If you remember the previously assigned password (during the Promega show exhibition) you can enter it at the Password prompt and click Login button.

If you don't remember the password or if you would like to change it to something that will be easier for you to remember:

Enter your email address at the Login prompt and click the Forgot password? link. This will send an email to your email address.

Click on the hyperlink in the email address and follow the instructions for resetting your password.

After you have reset the password you can use the new password to log in.

Once logged in, you will see two links - one called My Profile and another one called Member Directory.

Use Member Directory link to view contact information (including address and phone number which are not provided on public site) of other MAG members. You can return to the login page by clicking Admin Home link in the menu.

Use My Profile link to view and edit your contact information and artist statement that appear on the public site.

Currently you are not able to add or update photos of your artwork but that functionality will be available in near future.