



*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**

- April 15: Board Meeting
- April 25: Meeting of Ideas, April gathering
- April 27: MOWA show deadline
- April 30: Pick work up from Coffee Gallerie 10 - 12pm

**March Meeting of Ideas**

Our March Ideas Meeting was small but very positive. The sentiment is that increasing artistic interaction and exploring opportunities for education and promotion would strengthen our Art Guild community. Sherry and I would like to extend an invitation to help incubate these ideas:

Friday, April 25th 6:30 – 8:30pm  
At Sherry Klinkner’s home  
5639 Polworth Street, Fitchburg

You are invited to be on the ground floor of creating “enriching artist’s group(s).” Our basic goal is to dsponsor camaraderie, educational and artistic opportunities and, above all, provide fellow artists with inspiration to explore new ideas! On the 25th, participants will share their ideas on how best to create these enrichment groups. Feel free to bring a finger food and/or a bottle of wine.

See you there! Call Sherry Klinkner at 608-274-0888 or Chris Echtner at 608-278-2961 with questions.

## **Madison Art Guild at Coffee Gallerie**

Madison Art Guild's first show at Coffee Gallerie, 1865 Northport Drive, Madison, was hung on March 2 and will stay in place until April 30. The show features ten works by ten MAG members in a variety of mediums. The show is off to a good start in that one piece has already been sold, and an unaffiliated local artist has enquired about membership in MAG.

H. Jean Azemove is showing a photograph entitled "Reflections," and Phillip Billings is also showing a photograph called "Wisconsin Spring Farm." David Carpenter entered a colored pencil drawing of "Fallingwater," while Carolyn Gantner has entered a photograph entitled "After the Rain." "Ripples" is the title of Colette Girard's photograph. Ruth Hansen is showing a watercolor painting entitled "Looking About," and Sandra Haspl has entered an acrylic painting called "Bird of Happiness." Michelle Klock's photograph in the show is called "Green Chairs," and Randell Otis is showing one of his acrylic paintings entitled "Variations on Emerging Milkweed Seeds." Finally we have one of Joel Wish's pastels entitled "Forget me Not."

Initial reactions to the show have been positive, and the MAG Board is considering another Coffee Gallerie show in 2015. Come see the show during normal daytime hours and treat yourself to some refreshments while you're there.

## **Madison Art Guild 2014 Salon**

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

### **Salon Dates**

- April 20 Registration materials sent
- May 10 Return of registration materials deadline
- June 7, 9-11 am Show drop-off
- June 8-August 1 Show
- June 8 Judging can begin
- June 15 Judging deadline
- June 22 6:30-8pm Reception
- August 2, 9-11 am Pickup

### **Salon News**

The committee met March 11 and is moving forward with plans for the Salon and reception. We have identified our needs for 9 more volunteers. Alicia Rheal, Christina Thomas-Virnig, and Yongjing Li have volunteered for intake/pickup. Christine Ehtner will help with the reception.

Sherry Klinkner, reception coordinator, would like 2 volunteers for setup and 4 volunteers for takedown of reception June 22. Email Sherry at [sherry.klinkner@gmail.com](mailto:sherry.klinkner@gmail.com) or call 608-274-0888.

Donna Cutler-Landsman, intake and pickup coordinator would like 6 volunteers, 3 for intake June 7 and 3 for pickup Aug 2. Email Donna at [cutlerlandsman@gmail.com](mailto:cutlerlandsman@gmail.com) or call 608-883-9141.

Each member is responsible for letting their guests know about the show:

**Madison Art Guild Salon**

June 8-August 1

University Hospital Surgical Waiting Area

600 Highland Ave.

June 22, 6:30-8 pm reception for MAG members and family

## Salon Guidelines and Registration

Reprint from March 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 Salon 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. Painting 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.

**IDENTIFICATION CARD**  
(To be affixed to artwork)

NAME \_\_\_\_\_

TITLE of ARTWORK \_\_\_\_\_

MEDIUM \_\_\_\_\_

JUDGING CATEGORY \_\_\_\_\_  
*(Check the Instruction Sheet to determine category)*

PRICE \_\_\_\_\_  
\_\_\_\_\_ For Sale      \_\_\_\_\_ Not for Sale



**REGISTRATION CARD**

*(Mail to Karen Watson-Newlin, 7699 Almor Drive, Verona, WI 53593. Complete form carefully for Yearbook Directory)*

NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE# \_\_\_\_\_

TITLE of ARTWORK \_\_\_\_\_

MEDIUM \_\_\_\_\_

JUDGING CATEGORY \_\_\_\_\_

PRICE \_\_\_\_\_  
\_\_\_\_\_ FOR SALE      \_\_\_\_\_ NOT FOR SALE



**TREASURER'S RECORD**

*(Return with Membership & Salon Payment)*

NAME \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

PHONE# \_\_\_\_\_

MEMBERSHIP FEE      \$30  
SALON FEE              \$15  
TOTAL                    \$45 *(paid with one check)*

CHECK # \_\_\_\_\_

**EXCUSED FROM SALON PARTICIPATION**

***(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.)***

I am not participating in the 2014 Salon, because

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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.**

## **Museum of Wisconsin Art (MOWA)**

Submission Deadline: April 27, 2014 - end of day

Madison Art Guild Show: August 8 - November 9, 2014

Opening Reception: Thursday, August 7, 2014, 5:00 - 9:00

MAG artists are encouraged to submit work to this show, as it is an excellent venue, and a great opportunity to have your work seen. The submission guidelines are reprinted here, from our February Newsletter:

### **Exhibition Information**

**SUBMISSION DEADLINE:** April 27, 2014 – End of day

Madison Art Guild Show: August 8 – November 9, 2014

Opening Reception: Thursday, August 7, 2014 5:00–9:00

### **SUBMISSION GUIDELINES**

1. Artwork must not exceed 36" x 36" (frame included)
2. Artists may submit three works per person.
  - a. Two images requested per work.
  - b. One of just the artwork
  - c. One image that includes the frame if artwork is a framed piece. Image does not need to show whole frame, but can be a corner detail.
3. Exhibition will be juried based on digital images (see directions in next section).
4. Submitted work must have been completed in last few years (2011-2014) and hasn't previously been exhibited at MOWA.
5. It is possible that more than one work per artist could be selected for exhibition.

### **NOTE ON 3D ARTWORK**

We will consider all formats and mediums for this show, but we do have to keep our available space in mind while selecting artwork. If you have 3D sculptural pieces that hang on the wall, please make note in your online entry. Wall-hanging 3D objects should follow the size guidelines of 36" x 36", but should not protrude from the wall more than 10".

Size of freestanding 3D objects is open. If you have a large-scale 3D piece, we welcome you to submit it for consideration, but, encourage you to include smaller works in your submission as well.

Any artists who have questions regarding their 3D submissions are welcome to call or email me at [epetterson@wisconsinart.org](mailto:epetterson@wisconsinart.org) or 262.334.9638 ext. 3203.

**SUBMISSION DIRECTIONS**

1. Go to [www.photobucket.com](http://www.photobucket.com) and click Log in in upper right corner. Enter username and password. Username is MOWA\_State\_Gallery\_Exhibitions Password is artisfun2014
2. Click orange upload button in upper center of screen.
3. Under Your Bucket select Madison Art Guild.
4. Select the blue bar that says Choose photos and videos. This will allow you to upload images one by one. (If you have all your digital files in one folder on your computer and are comfortable with the process, you may proceed with Bulk Upload as an option.)
5. Select digital image files of your artwork and upload. Continue process until all your submission images are uploaded.
6. Once you have successfully uploaded your images, you'll have to go back and label them. Select View Uploads. You can also locate the folders by clicking on Library. Make sure you are looking for your images in the correct album.
7. Select your image. It will appear in its larger version. Look under image for place to Click to add title and Click to add description. Click both. Boxes will appear.
8. Top line — Title, year, artist's full name. Please put title first on every image. In the case of frame images, label would read for the image above—*Princess Alexandra of Kent (frame detail)*. Photobucket will arrange alphabetically and it is important to have the artwork image and frame image next to each other.
9. Second line — Framed dimensions (H X W), medium and support
10. Once info is complete, click on blue boxes with arrows.
11. Box at the top right of your image will allow you to advance on to your other images. Repeat labeling for all your uploaded images.

After completing your submission, please email me, Erika Petterson, Associate Curator at [epetterson@wisconsinart.org](mailto:epetterson@wisconsinart.org). In the email, include your name, address, phone number, email address, insurance values, and artwork titles. Please include information for each piece that reflects whether an item is for sale or not for sale (NFS). I'll confirm receipt of information. Submission is complete at this time.

**JURYING**

Selections made week of April 28, 2014, by Graeme Reid, Director of Collections and Exhibitions, and Erika Petterson, Associate Curator. It is possible that more than one work per artist could be selected for exhibition.

**NOTIFICATIONS:**

Artists will be notified by Saturday, May 10, 2014 via mail.



**DELIVERY OF ARTWORK**

All work must be delivered no later than day discussed and decided upon with curator. A receipt for your work will be issued at the time of delivery. Artists are also welcome to ship work via UPS or FedEx. Delivery and return of artwork via this method is at the artist's expense. Artwork should be labeled Madison Art Guild and shipped to 205 Veterans Avenue, West Bend, WI 53095.

MOWA is not responsible for damage or theft of artwork while in transit. Work will be inspected at time of check in. All transportation costs for the exhibition are the responsibility of the artist unless otherwise agreed upon prior to the exhibition date.

**DELIVERY DATES**

Thursday July 17, 10:00 - 7:30

Friday July 18, 10:00 - 4:30

Saturday July 19, 10:00 - 2:00

**PICK UP OF ARTWORK**

Arrangement will be made with the artists via email. Pick-up days will be designated and scheduled with the artists similar to how deliveries are scheduled. At MOWA's option, works left beyond ten days of the exhibition's closing date become the property of the museum unless prior arrangements are made. Works shipped to MOWA will be shipped back to the artist at the artist's expense unless prior arrangements have been made.

**INSURANCE**

All artwork is fully covered by insurance while on MOWA's premises. Any valuations shown are those stated by the lender and may not be considered as insurance claim values. Insurance claims will be paid based on values set by an independent, professionally certified appraiser chosen by MOWA or its insurance carrier. The appraiser's value will be based on fair market value. If no records are available to support fair market value, or if they are inadequate in showing a record of fair market value, then references to similar works by other artists of similar stature will be used to establish value and make claim payment.

**SALES**

MOWA does not take commissions from the sale of artwork. We will happily facilitate transactions between the artist and interested party. All transactions will be organized directly between the artist and buyer. Please include information for each piece that reflects whether an item is for sale or not for sale (NFS). Though we will not be processing the transactions, it is helpful to know the sale information in case asked by visitors. Please include your preferred contact info for public inquiries (i.e. gallery representation or personal email and/or phone number.)

**FRAMING GUIDELINES FOR ARTWORK EXHIBITED**

All framed artwork submitted for exhibition shall adhere to the following guidelines. Failure to do so may impact participation in the exhibition.

1. All artwork on paper must be under plexiglass or glass.
2. Glass or plexiglass are preferable if artwork is covered. The product should be of sufficient thickness to prevent visible warping or waving. Anti-reflective or non-glare surfaces are strongly recommended. If glass is broken upon arrival, new glass will be fitted and the artist billed for cost of glass.
3. All framed works shall be securely fitted within their frames.
4. All mats are to be white or off-white in color.
5. No plastic poster frames.
6. All framed works are to be wired for hanging. No sawtooth hangers. No fishing line.
7. Hanging wires are to be no closer than 2" to the top of the framed when pulled taut.
8. Wires are not to be attached to the clips that are holding the back of the frame together, but should have their own support attached to the frame and not the picture backing.
9. The Museum is not responsible for pieces that are damaged due to improper hanging hardware or poor craftsmanship.

**CONDITIONS & LIABILITY**

No artwork may be removed from the exhibit once it has been submitted for entry. Any works sold from the exhibition must remain on view through the entire run of the exhibition. MOWA reserves the right to reject any works of art that are deemed inappropriate. MOWA retains the right to reproduce images of the artist's work for catalogue and promotional use. The agreement to exhibit at MOWA constitutes acceptance of all conditions outlined in these guidelines.

The fact that a work of art has been exhibited by MOWA does not constitute endorsement by MOWA of the artist and/or the work. However, if the work of art submitted has been exhibited at MOWA, reference to the exhibition may be publicly stated.

**LABELING & TEXT PANELS**

All labeling of information for the exhibit will be taken from the submission confirmation email to Erika Petterson, Associate Curator. If changes are needed, it is the responsibility of the artist to contact the exhibition curator at (262) 334-9638.

All artwork will be labeled for the public with the Artist's Name, Title of Work, and Medium unless discussed with the curator. MOWA reserves the right to edit any text panels or publicity materials as it sees fit. This facilitates easier exhibition installation.

## **PUBLICITY**

Publicity for exhibitions at MOWA will include a press release, announcement in our quarterly newsletter, and an email announcement to MOWA's membership.

## **New Functionality Added to the MAG Website**

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

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

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

To update your information or artist statement on the Madison Art Guild website:

1. While on the Madison Art Guild website (<http://www.madisonartguild.com>) click the Member Area link in the top right corner.
2. On the page that appears enter your email address (the one the MAG newsletter is sent to).
3. If you remember the previously assigned password (during the Promega show exhibition) you can enter it at the Password prompt and click the Login button.
4. 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:
  - a. Enter your email address at the Login prompt and click the Forgot password? link.  
This will send an email to your email address.
  - b. Click on the hyperlink in the email and follow the instructions for resetting your password.
  - c. After you have reset the password you can use new password to log in.
5. Once logged in, you will see two links - one called My Profile and another one called Member Directory.
  - a. Use the Member Directory link to view contact information (including address and phone number which are not provided on the public site) of other MAG members. You can return to the login page by clicking Admin Home link in the menu.
  - b. 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.

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## MAG Board Minutes for Tuesday, March 18, 2014

Fitchburg Library, 6:30 PM, Room C

Present : Present: Sue Lewis, Kris Kellor, Ruth Manning, David Carpenter, Tom Kuchenbecker, Chris Echtner, Sherry Klinkner, Ruth Hansen, Teresa Drinka, Jan Feyzi.

### Call to Order

1. Treasurer's Report: Tom reports as of March 1 a balance of \$12,652. Payments will be made for insurance policies and postal charges this month.
2. Membership Report: Chris E. reports she has two more requests for the fall membership jury.
3. Centennial Committee: David C. reports there are 10 pieces hanging at the Coffee Gallerie and one has sold.
4. Communications Committee: Ruth H. reminds us members now have the ability to change personal details and passwords on the website. Tamara will be working on the members' ability to add their own images. Sue L asked if Tamara could arrange to have expired events fall off the opportunities page once the date has passed. The artist pages also need to be checked and pages deleted for people who have discontinued their membership.
5. MAG Directory Update: Sandi Wysock has mailed out all Membership Directories.
6. AFOS Update: Judi Werner reports that we have paid our fees to AFOS and sent in the tax information sheets.
7. 2014 Summer Salon: Sherry reports the committee has met and things are moving forward. Instead of a postcard mailing the committee is looking into an email template that will be made available to individual members.
8. Newsletter articles for April Newsletter: Sherry will ask Merikay to write a Salon Update. Dave C will write article on Coffee Gallery, Ruth H will update the info for deadline for show at the Museum of Wisconsin Art. Ruth H will contact Louise G to develop a dateline regarding the Absolutely Art Show.
9. Chris and Sherry presented a plan to create more connections for members within the organization. They will be writing an article for the newsletter.

Meeting Adjourned: 8:20pm

Next Board Meeting: Tuesday, April 15th, 6:30 PM, Fitchburg Library, Room C