



President: David Carpenter
Vice-Presidents & Membership Chairs:
 Christine Echtner & Sherry Klinkner
Secretary: Cathy Lawson
Treasurer: Tom Kuchenbecker
Past President: Kris Kellor, Sue Lewis

Inside this issue:

MAG Board Meetings 1
MAG Participation in the Madison Women’s Expo 2
January Showcase 2
MAG Directory 3
MAG Secretary “Help for the Business Side of Art” 3
Programs Committee, Active and Fun 4
Art Night!..... 4
A Call for Youth Instructors 5
CALL TO ARTISTS: Local opportunities 5
What Are You Up To? 6
MAG Board Meeting, January Minutes 7



Important Upcoming Dates

- February 7: January Showcase artwork pick-up 9 - 10:30 am
- February 11: Art Night 6:30 pm
- February 15: Deadline to apply to Madison Women’s Expo
- March 10: MAG Board meeting 6:30
- March 14: Deadline to apply to Art In The Park, Milwaukee

MAG Board Meetings

The Board of Madison Art Guild is meeting on an “as needed” basis, with meetings currently occurring every other month. The next Board meeting is scheduled for 6:30 p.m. on Tuesday, March 10th. This meeting, and all future meetings, will take place at the Sequoia Library on Midvale Boulevard in Madison, provided a meeting room is available. Meeting rooms within the Library may vary depending upon their availability. Board meetings or agenda items may be requested by any member by calling any Board member, as listed in the 2015 Directory. Board meeting are open to any MAG member. You are welcomed to attend.

MAG Participation in the Madison Women's Expo



The board approved MAG participation in the 2015 Women's Expo at the Alliant Energy Center. The Expo is Saturday and Sunday, November 21st and 22nd, 10 am to 5pm each day. Please note the dates are the same as the MMOCA Winter Art Show at the Overture Center, but one week after the Art Fair Off The Square Winter Show at Monona Terrace.

The tentative plan is to have a combined show with 14 South Artists Alliance and rent 5 10'x10' spaces to be divided equally, with each group getting 2 1/2 spaces or 25 ft. This would accommodate 8 or 9 MAG participants. We are currently working on a configuration. Obtaining 5 spaces together would give MAG and 14 South a prominent location, separate from other booths, and create an art island. The set up and space division would be similar to Art Fair on the Square without the tents. MAG would receive a considerable booth cost discount for being a non-profit organization. The approximate cost would be \$138 each if there are 9 participants or \$155 each if there are 8 participants. The Expo currently has no kind of art exhibits and the organizer is excited about having our participation.

If you are interested in participating in this show please email Tom Kuchenbecker (kuchtom011@gmail.com) by February 15th. It is anticipated there will be more interest than available spaces, so participation will be on a first-reply basis and others will be put on a waiting list for future years or cancellations. Also please indicate if you have display panels to use, how many and what kind.

January Showcase

On Saturday, January 10, 2015 Judy and David Peterson and their crew of volunteers, took in the entries for Madison Art Guild's January Showcase. Our team assisted Sarah Grimes and Amanda Kron, of U.W. Hospital's Art Department, in hanging the show. It is one of our largest Showcases in recent years, with 59 participating artists and 101 art works. The show will remain in U.W. Hospital's Skylight Lounge until February 7, 2015. MAG would like to thank those assisting in setting up the show including Phil Billings, Mike Murray, Barbara Vater, and Elizabeth Winters-Montemayor.

As you know, some new organizational procedures were introduced for this show, and they were accepted remarkably well by our members. The written registration form, requiring an original signature and mailing a week or more before the drop-off went off without a hitch or a complaint. The 90 minute drop-off period at the hospital was busy but orderly, and nearly all of our 59 artists brought their work in during that period. All the 2-D works had hanging wire attached and nearly all were identified on the back. Well done Madison Art Guild members! Please take time to see the show if you can. If you have work in the show that hasn't sold, please remember to pick it up at the Hospital on February 7th, between 9:00 and 10:30 a.m.

MAG Directory

The 2015 Madison Art Guild Directory was distributed to artists delivering their work to the January Salon. I will also be at the hospital to distribute directories at the February 7th pick up.

Members that do not pick up their directories at the Salon will receive a copy in the mail. I will also distribute a copy via e-mail. The printer reduced the size of the print in this year's directory making it more difficult to read so the larger print Microsoft Word version that will arrive via e-mail will help.

If your contact information changes during the year, please let me know so that we can keep our records up to date. Any changes made during 2015 will be published in the 2016 directory.

Sandi Wysock sandrawysock@msn.com

New MAG Secretary Offers "Help for the Business Side of Art"

For us, being an artist is a driving force in our lives and we love creating, but the biz side of things can be overwhelming. I seek out free teleconferences and seminars to help me get my mojo going for branding, marketing, and other business information. In this article I'm highlighting 3 websites that have helped me quite a bit in organizing my business.

When you're learning about social media and marketing it will seem like way too much information and your head will spin. That's normal. I have found that getting really clear about your goals/vision, and what you value will help you decide what social media platforms best fit your personality. Start small and be consistent with your marketing efforts.

- Cory Huff – The Abundant Artist <http://theabundantartist.com/>
This is a Web site not only about selling art, but about dispelling the starving artist myth.
- Michael Stelzner – Social Media Examiner <http://www.socialmediaexaminer.com/>
Your guide to the social media jungle.
- Bonnie Glendinning – The Thriving Artist <http://thrivingartistacademy.com/>
Business coach for artists.

My favorite marketing tools right now are blogging, Instagram, and Pinterest. These are really good for visual artists because they are image based. Blogging about your process and why you create is really interesting for people because of the story behind the art. Work on your story and your brand. Your marketing platform and the way you house your art starts with your brand.

A great book for a creative business is *The Right Brain Business Plan* by Jennifer Lee. She really helps you get clear in a fun creative way in your business.

Cathy Lawson, Board Secretary, MAG www.yourinnerart.com

Programs Committee, Active and Fun

There has been a new committee formed in MAG: The Programs Committee. The focus will be to offer art related learning workshops for our members. Our first workshop was last November, and was led by Chris Echtner. She showed us her collage process and inspired some really great creations. It was well attended and everyone had fun stretching their wings while learning new techniques.

A survey was filled out by those attendees and the Programs Committee will be sending out a survey to all members soon. Start thinking about different media, business topics, outings, material swaps, etc. that you might be interested in, and if you'd like a formal critique. You may want to share your knowledge with the Guild and lead a workshop.

The committee will meet for the first time next month and would like to have 2 workshops a year to start. The members are: Ruth Manning remanning1@gmail.com Pam Andros pandros@att.net Cathy Lawson CATHYJL65@yahoo.com

Art Night!

Our next Art Night is Wednesday, February 11th 6:30 PM

at the home of Chris Echtner

6621 Montclair Ln., Madison.

Bring a finger food, bottle of wine, artwork to talk about or just yourself! It's a great way to connect with other artists, share ideas and get inspired. See you there!

Questions? Contact Chris Echtner 414-803-4305

A Call for Youth Instructors

My name is Tammy Zellmer and I am the Program Coordinator for a program called "Middle School U". We are a summer enrichment program that offers Middle School Age youths an opportunity to explore new, unique interests that they may not have the opportunity to get other places. We run mostly out of the west side of Madison, however attract youths from all over Madison and the surrounding communities. I am reaching out to you today to see if you know anyone who would be interested in taking 15 hours out of their week to teach a group of middle school age kids about their passions in the field of art. Our course sessions run from 8:30 to 11:30 or 1 to 4pm Monday thru Friday. If this is something you think there would be an interest in please let me know. I am would be than happy to spend some time on the phone explaining our program to you. Thanks for your time and consideration.

Tammy Zellmer
Program Manager
Middle School U
a program of Wisconsin Youth Company, Inc.
1201 McKenna Blvd.
Madison, WI 53719
608-276-9782 ext 622

CALL TO ARTISTS: Local opportunities to show your work

Art in the Park

Milwaukee's Weekly Art Festival www.bvartinthepark.com

No application fee

\$230 Full Season (all 12 weeks)

\$150 Half Season (6 weeks)

\$30 Daily

Submission Deadline: March 14th, 2015

Art in the Park strives to create a casual but quality event, featuring local art and community events. The festival is focused on affordable fine art with a limited selection of craft and jewelry artists so early submission is encouraged. There is no price cap but we ask that artists offer a variety of work under \$100 to keep art accessible for all. Thank you all! Without your support the event won't happen.

Freeport Art Museum's Mini Masterpieces

This is a fundraising exhibition of miniature artworks, to be on display between May 1st until July 18th. There is a reception and silent auction on May 1st 5 to 8pm. The deadline to apply is March 6th, and work

will need to be dropped off between April 2nd and April 15th. For more information and to find application forms go to www.freeportartmuseum.org, or contact 815-235-9755 or info@freeportartmuseum.org.

High Street Gallery

The High Street Gallery in Mineral Point invites you to submit information for consideration to join us at the gallery for the 2015 season. We operate much like a cooperative so you will have input to managing the gallery and to participate in the operation of the gallery. Just submit 3 or 4 images of your work and tell us a little about yourself, your art (just a short paragraph or so). Email to Marcia Nelson mjxnelson@tds.net, or call 608-831-0519. We'll review your submission then contact you. We want to make final decisions for the roster by the first week in February. If your work will fit well with the gallery, I'll send you details about how we operate and then you can make a decision. Check the website www.highstreetartists.com for a look at the gallery and the great work that is exhibited there--will yours fit? Looking forward to hearing from you.

What Are You Up To?

Kerri Shannon's Sterling and copper jewelry is displayed and for sale at the Velvet Button Boutique 1925 Monroe Street.

Kerri Shannon, Owner/ designer KshanJewels www.KshanJewels.com/, www.Facebook.com/KshanJewels

February 6th & 7th

Madison based visual artist Sandra Klingbeil (MAG member) will host the **2015 Winter Art Show** at Winnebago Studios, 2046 Winnebago St. Madison, WI (entrance is on Sutherland Ct.)

Opening reception: Friday Feb. 6th from 5pm - 9pm Refreshments served. Musician Mark Adkins will provide music for the event.

Saturday hours: 11am to 6pm

This eclectic and diverse exhibit is a collaborative event showcasing the new works of the Klingbeil family; Sandra Klingbeil and her two daughters, Ivy Apfel and Emma Klingbeil LaPine. Sandra's art is a not-at-all cliché mixture of religious iconography and contemporary art. Her daughter, Ivy Apfel's work features abstract comics and ink / acrylic paintings containing obvious yet sometimes hidden symbolism and images, and daughter, Emma Klingbeil Lapine's oil paintings take a twist on the surreal.

For more information please contact Sandra at ExVoto Studios; (608) 628-4175 sjklingbeil@hotmail.com

MAG Board Meeting, January 13, 2015

Those present: David Carpenter, Chris Echnert, Tom Kuchenbecker, Judi Werner, Steve Wagner, Cathy Lawson, and Karen McKean (guest)

1. Treasurer's Report: as of 1/1/15 we have \$14,252.07 with a \$5,000.00 CD. The \$500.00 (per semester) scholarship for MATC is due. It is kept in a separate bank account that MATC draws from. Last semester there was \$450.00 in the account so this payment will have the service charge of \$27.00. A motion was passed to put both semester's scholarships in the bank for a less confusing process.
2. Sympathy cards have been purchased. One was sent to the Gion family for Rosemary Gion. They sent a thank you note to the guild.
3. January Showcase was the best represented to date. 59 artists participated with 101 pieces in the showcase. The new process went very smoothly and there were no complaints.
4. Sale of prints at the showcase was determined to be too complicated at this point in time. We will keep it in mind for the future Showcases. Prints can be sold at the Art Fair on the Square although only a percentage of the booth can be reproductions.
5. Directory distribution was at the Showcase this year as they were printed early and ready to go. There was 175 ordered. Those that didn't get them at the showcase drop off, can pick them up on the February 7th at the pickup. They will be available at the Salon too.
6. Website issues have been a continuing issue with members not being able to access the site to post pictures. It is also not pad/phone friendly. Chris will contact Tamara to see if she needs help. Judi volunteered to post photos for members when she gets the correct password. It was suggested that a yearly workshop be held to educate members on the website and uploading photos.
7. Programs committee will be meeting in February with the goal of providing 2 workshop opportunities a year. The collage workshop that Chris led was a wonderful success with 12 people participating. A survey was handed out at the workshop with 9 being returned. We will talk about sending out a group wide survey.
8. Results of the collage-group survey were: Learning events had the most votes with 1) acrylic 2) watercolor 3) metals/jewelry 4) how to participate in art fairs. Art supply swap and art outings were tied. Facilitated critique had a mix of very interested & slightly interested. Other learning suggestions were: Color, sculpture, pastel, lino cut, collage & odd things, making books, art journals, business & pricing, website & social media, mixed media.
9. The Salon Committee is a large group this year. The dues this year are rolled into one payment and it includes the participation fee for the summer salon. It remained \$45.00 and will be collected at the summer salon.

10. Changes to be made to the letter for the annual dues & directory information are a more in-depth explanation of what the \$45 covers and the division of dues & salon fees. The 5% commission is still required at the Art Fair on the Square.
11. On the registration form note the 20% commission for the UW.
12. The motion was made to let the salon committee decided on the judge for the summer salon.
13. Women's Expo participation in November 21 & 22, 2015 was researched by Tom and we would have 5 spaces that would be shared with 14 South artists. Booth fees for non-profit organizations are \$495 and it would be split between the artists making the cost for the artist \$150.00. Tom is willing to take the registration forms & money.
14. A call for newsletter articles by the mid part of the month for the following month's publication. The newsletter should go out even when there is not a board meeting.