



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

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**Important Upcoming Dates**

February 6: Pick up art from January Showcase 9-10:30 am  
 February 11: Art Night! 6:00 pm  
 February 12: Beginning of Hilldale Mall "Pop Up" Show  
 March 8: Board meeting, 6:00 pm Sequoya Library

Save the Date: March 5<sup>th</sup>, 2016: Workshop with Peter Kuzma

**Help Needed**

We need a few members to help with the art pick-up at the close of our January Showcase at U.W. Hospital. Pick-up will happen on Saturday, February 6 between 9:00 and 10:30 a.m. If you can help, please meet in the Hospital entrance a bit before 9:00 a.m., or just appear when you pick up your own art. If you can help, please contact David Carpenter at [dcarpenter3@charter.net](mailto:dcarpenter3@charter.net) or 608-442-6958. Thank you in advance.

## January Showcase

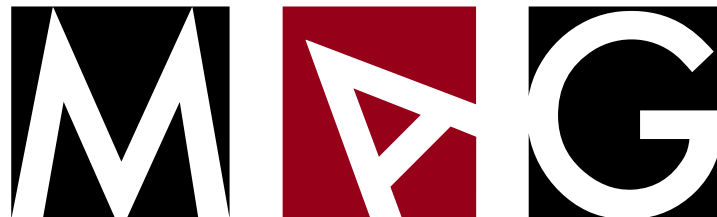
Fifty-two members of the Madison Art Guild are participating in the January Showcase at U.W. Hospital through February 6th. They are exhibiting a total of 92 art works. Our thanks to Amanda Kron, the Hospital's Art Director and her intern, Monica Welke, for arranging and hanging the show in addition to preparing the labels. Art drop off was directed by Trisha Duren with the assistance of Michelle Klock, Elizabeth Winters-Montemayer and Rebecca Herb.

## New Logo and Brochure

Following a Board discussion in November, Trisha Duren provided several options for a new, more modern, MAG logo. Tom Kuchenbecker developed a new brochure describing MAG and its various activities and involvements. We have not had a brochure available for the last several years, limiting our ability to promote our organization among other artists and the general public. At its meeting on January 12, the Board and several other guest members, discussed, modified and agreed on a new logo and brochure format. Both are being developed for use currently. You should be seeing the results soon. Many thanks to all who participated.

## Madison Art Guild Has A New Logo

We have a new logo. After many designs and revisions, and much debate, the board has adopted a new logo (attached). The purpose is to update MAG's image and project a more modern and creative image while taking note of the organization's historic past. Many thanks to Patricia Duren and Steve Wagner for all the work they put into this.



**MADISON ART GUILD**

**Founded 1914**

In conjunction, we have produced a new tri-fold pocket sized promotional brochure. The purpose is raise MAG's image and awareness in the community regarding what we do, give members a sense of pride, attract new members, and hopefully gain corporate support and sponsorship for future endeavors. The brochure summarizes MAG's events, activities, purpose, and history. The brochure contains 20 small images of various members' work that show the wide variety of media represented in our organization. 2000 brochures have been printed and will be available for distribution at the UW Hospital Winter Showcase pick-up on Sat. Feb. 6.

Tom Kuchenbenbecker

## Hilldale's "Heart of the Home" Valentine Pop-Up

Leslie Watkins, Marketing & Social Media Manager at the Hilldale Shopping Center sent the following announcement:

HILLDALE

## "Heart of the Home" A Valentine Pop Up

Friday, November 20, 2015

Greetings!

We are planning an exciting new "Heart of the Home, A Valentine Pop Up" event here at Hilldale in February of 2016. We are seeking exciting vendors who do not have typical brick and mortar storefronts to be a part of our pop-up adventure. We'd like to enhance the Hilldale experience over the Valentine's weekend with something a little bit out of the ordinary for our customers; a 3 day home-ware/home-accessories oriented pop up market here at Hilldale on Friday, Feb 12th thru Sunday, Feb 14th to coincide with Valentine's Day. We'll kick off the event a VIP preview party (fundraiser for American Heart Association) on Thursday evening (2/11) from 7pm-9pm.

Cost - There will be nominal charge to participate which we would calculate based on the space you occupy (between \$150-\$325 for all 3 days).

**Set Up:** Sunday 2/7 –Thursday 2/11 access to space for the set-up of your "shop" & for visual merchandising before opening.

### Hours:

Sips & Sweets - VIP preview party 2/11 - Thursday 7-9pm.

11am -7pm on Friday 2/12 & Saturday 2/13

11am-5pm on Sunday 2/14

**Advertising:** Isthmus, Radio (Entercom-2 stations), e-blast, social media, in mall posters.

As we will be partnering with the American Heart Association for our preview party, they will invite/broadcast to their e-mail list as well. We would also expect participating vendors to broadcast the event. Hilldale will provide graphics and copy.

We will have a booth set-up similar to the Gallery Night in the “Satara” space available for \$150 for the entire weekend.

If this event opportunity piques your interest, please take a minute to indicate your interest in participating by responding by e-mail!

Sincerely,

Leslie Watkins, Marketing & Social Media Manager | Hilldale Shopping Center

726 N. Midvale Blvd.LL03, Madison, WI 53705

Tel: 608-238-6353 | 608-886-4070 cell| [Leslie.Watkins@wsdevelopment.com](mailto:Leslie.Watkins@wsdevelopment.com)

### **Summer Salon Committee for 2016**

It's not too early to be assembling the people who will make the 2016 Summer Salon a big success. Having a team of volunteers handling the various aspects of the program makes the whole event much easier. Sherry Klinkner has already agreed to head up the reception, but she will need some help with set-up and serving. In addition we will need volunteers to organize the drop-off and pickup of art. We will also need someone to register participants, someone to provide the award ribbons, and someone to produce the reception programs. We also will need a photographer (or two), and someone to make the award certificates. We will also need someone to print mailing labels and to send out the announcement.

Ideally, a member would volunteer to assume responsibility for overall coordination of the Salon. It's not as big a job as it might first appear, and it can be a lot of fun. We will also need a volunteer to act as our Master of Ceremony for the reception.

All volunteers will be invited to form the Salon Committee. The Committee will choose a judge and pick a reception date. They will also select the awards that will be offered and allocate cash prizes to each category. In 2015, the Committee handled all of the necessary arrangements in one meeting.

If you are interested in helping out with some aspect of the Summer Salon, would you please contact MAG President, David Carpenter at [dcarpenter3@charter.net](mailto:dcarpenter3@charter.net) or by calling (608) 442-6958 or 239-1310.

### **A Memorial**

Carol Burns, a long time and valued member of the Madison Art Guild, passed away on January 19. Carol remained active in the Guild until last year, contributing her art works in graphics and acrylics. Her obituary appeared in the newspaper on January 21. Carol's family has indicated an interest in supporting the Art Guild in her memory, for which we are grateful. She will be missed by her many friends.

## **New Directory**

Thanks to the efforts of our Membership Chairperson, Chris Echtner, and our Directory Editor, Sandi Wysock, our 2016 Directories were available for distribution on January 9 at drop-off for the January Showcase. Thank you also to Rebecca Herb for handling distribution at the drop-off. Directories will also be available at the Showcase pick-up on February 6, and then mailed to those members who have not received theirs.

## **High Street Gallery Invitation**

The High Street Gallery in historic Mineral Point is inviting you to submit a response indicating your interest in joining the gallery for the 2016 season – opening in April. The gallery takes no commission from sales, although each artist pays a monthly gallery fee. You also will be gallery sitting (that is acting as sales person for the day) approximately once a month. Schedules are very flexible. I'd guess you already have inventory since you love your art and want to continue to grow and try new avenues. This is the opportunity for you to sell your work...and just think, all those family and friends that thought you were just dabbling will take you and your talent seriously. Give us a call or email. Judi Werner ([wernerj@gmail.com](mailto:wernerj@gmail.com)) or Marcia Nelson ([mjxnelson@tds.net](mailto:mjxnelson@tds.net) or 608.239.8875) for more information. We will begin to get the gallery ready in mid-March. Take a look at our website [www.highstreetartists.com](http://www.highstreetartists.com) and see some of what we have to offer. Hope to talk with you soon.

## **Art Fair on the Square**

In an effort to put Madison Art Guild's best face forward in this very important annual show, the Board is considering replacing its old booth and panels. Judi Werner, MAG's Art Fair on the Square Chairperson, has done a remarkable job at holding our present equipment together, but its age is showing. The Board is also considering organizing our participants in categories that would best lend themselves to promoting sales, and the Club itself. All members who want to would still have an equal chance to fill the six spaces allocated to the Club each year. A lively discussion of these issues was held at the January Board meeting. The matter will be considered again at the March Board meeting.

## **February Art Night!**

Our February Art Night is Thursday, February 11th, 6:00pm at the home of Christine Echtner, 6621 Montclair Ln, Madison. Contact Chris at 414-803-4305 or [cechtner@att.net](mailto:cechtner@att.net).

Bring art to discuss, finger food or beverage to share, or just bring yourself.  
See you there!

Thanks to Theresa Drinka for hosting our January Art Night.

## Art at the Mill - Call for Artists

Lois Hessenauer of the Richfield Historical Society invites MAG members to participate in a juried art and fine crafts fair to be held on July 23, 2016, at the Richfield Historical Park. Richfield is located about 20 miles north of Milwaukee and about 1.5 hours from Madison. Guidelines and an Application Form are available below. These documents are also on the Richfield Historical Society's website: [www.richfieldhistoricalsociety.org](http://www.richfieldhistoricalsociety.org) (Home Page-Upcoming Events-2016 Events, Art at the Mill-Call for Artists.) Thank You and if you have any questions, please feel free to call or e-mail. Lois Hessenauer Richfield Historical Society [artfairrhs@gmail.com](mailto:artfairrhs@gmail.com) 262-628-2841 [www.richfieldhistoricalsociety.org](http://www.richfieldhistoricalsociety.org)

### *Art at the Mill*

**Art and Fine Craft Fair**  
**July 23, 2016 – 9 am-4 pm**  
**Richfield Historical Park**  
**Richfield, WI – Washington County**  
**Sponsored by: Richfield Historical Society**  
**[Richfieldhistoricalsociety.org](http://Richfieldhistoricalsociety.org)**



This juried art & fine craft fair is open to artists of all media. It is held in the Richfield Nature/Historical Park, a sensational wooded backdrop with many historic buildings including the renovated Messer/Mayer Grist Mill. This is the 8<sup>th</sup> year for this event. For more information on the Richfield Historical Society and the Park, see our website at [richfieldhistoricalsociety.org](http://richfieldhistoricalsociety.org) or visit the Park at 4399 Pleasant Hill Road, Richfield, WI.

#### Artist Amenities:

- Booth fee discount through April 1, 2016
- Easy access for setup
- Sufficient space between booths
- Free coffee and pastries during setup
- Booth reliever (typically mid-day)
- Fliers for advertising
- Water supplied for each booth (2 bottles)
- Tickets for free historic buildings tour

#### Guidelines and Requirements:

- **Application and Deadlines:**
  - Booth Fee for applications received before or on April 1, 2016 -- \$55
  - Booth Fee for applications received from April 2, 2016 through July 1, 2016 -- \$65
  - Artists whose applications are received after June 20, 2016, will **not** be included in the Art Fair booklet
- **Fees:**
  - Nonrefundable Jury Fee: \$10 (Note: Jury Fee is waived for previous exhibitors at this event)
  - Booth Fee (10 x 10): **Prior to April 1 -- \$55; From April 2 through July 1, 2016 -- \$65**
  - No applications will be accepted after July 1, 2016
- **Booth Information:**
  - Artists supply their own booth/tent, tables and chairs – the fair goes on rain or shine.
  - Due to limited volunteers, we are unable to provide help with setup/take down of booth.
  - The Richfield Historical Society must approve shared booth space.
  - Booth Fees are quoted for a 10 x 10 space. Exhibitors have the opportunity to request additional 10 x 10 spaces at the rate of \$45 each
  - Setup must be completed by 9 am and remain in place until 4 pm (**No Early Takedowns**)
- **Art Work Requirements:**
  - All work must be original, handcrafted and created by the artists themselves.
  - Kits, imports and mass produced items will not be accepted.
  - Items to be sold CANNOT include copyright or commercial designs. (For example: sports and/or college logos, cartoon characters or logos, action-hero characters or logos, etc.)
  - Any artist whose work is found to be inconsistent with submitted photos will be asked to leave the fair.
  - Limited edition prints of less than 1,000 copies of an artist's original works are acceptable.
- **General Information:**
  - All of the above requirements will be strictly enforced.
  - *FYI – Sales Tax for Washington County is 5.6%*
  - The quota for jewelry artists has been reached. No additional Jewelry applications will be accepted.

**Richfield Art at the Mill – July 23, 2016**  
**Application Form**  
**No Applications will be accepted after July 1, 2016**



Richfieldhistoricalsociety.org

Please print clearly

Name \_\_\_\_\_

Business \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Mobile Phone \_\_\_\_\_

E-Mail \_\_\_\_\_ Website \_\_\_\_\_

**Media\*** (If checking more than one category, indicate percentage of each):  Painting/Drawing \_\_\_\_\_%  
 Fiber \_\_\_\_\_%  Jewelry \_\_\_\_\_%  Glass \_\_\_\_\_%  Wood \_\_\_\_\_%  Textiles \_\_\_\_\_%  
 Sculpture \_\_\_\_\_%  Printmaking \_\_\_\_\_%  Photography \_\_\_\_\_%  Metal \_\_\_\_\_%  
 Other (Describe) \_\_\_\_\_ %

**\*The quota for jewelry artists has been reached.** Other categories will be limited to assure a balanced mix of media.

Brief Description of Your Work (20 words or less): \_\_\_\_\_

\_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

- Please check to give permission to place your information in the Art Fair booklet (Name, Mailing Address, Phone, E-mail, Website, and Brief Description of your work.)
- Please check if you will supply a piece of your art for the Silent Auction. Your donation is greatly appreciated.
- Please check if you would distribute fliers at fairs in which you exhibit. Number needed: \_\_\_\_\_
- Check if you would like an e-flier to distribute to your database. Please Like us on Facebook.
- If you are a returning artist, please check if you wish to be assigned the same booth as you had in 2015. If you remember your booth number, please indicate: Booth No: \_\_\_\_\_

**I have read and agree to the requirements outlined in the Guidelines:**

|                  |             |
|------------------|-------------|
| Signature: _____ | Date: _____ |
|------------------|-------------|

**Make Jury Fee (\$10) and Booth Fee (\$55 or \$65\*\*) checks payable and mail to: (separate checks, please)**  
**Richfield Historical Society, PO Box 268, Richfield, WI 53076**

\*\* Booth Fee \$55 on or by 4/1/16 or \$65 between 4/2/116 and 7/1/16. Booth Fee will be returned if your art is not accepted.

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## A Thank You Letter From Our Jean McCormick Memorial Scholarship Recipient

September 3, 2015

Dear Thomas Kuchenbecker,

I am writing with gratitude in having been awarded the Madison Art Guild Jean McCormick Memorial Scholarship for the Fall 2015 semester at Madison College. Thank you for your consideration and your generosity in providing this award.

I am honored to have been selected from a highly competitive pool of applicants, having completed more than 24 credits, and maintaining a program GPA of 3.917. The scholarship, awarded to students in the *Graphic Design and Illustration* or *Visual Communication* programs with a grade point average of at least 3.0, will help to remove any financial impediments in realizing my goals.

My goal is to utilize skills learned at Madison College and my Associate of Applied Arts degree to make the world a better place, and help others, through art and design. With the financial support afforded in receiving this scholarship, I feel optimistic that I am closer to reaching this goal. Thank you for your generosity and your support.

Sincerely,  
Jacob T. McCann

### Peter Kuzma Workshop Update

Thanks to all who have already signed up, this should be a great way to prevent cabin fever. As an added bonus, Tim and Nancy Startup will be sharing a bit about their 3D process, which often has a container element.

This workshop is limited to 15 participants. At this date we may have a few openings available, contact me below for further information.

TITLE: PAPER SCULPTURE WORKSHOP

WHEN: Saturday, March 5, 2016, 1 - 4 pm

WHERE: Threshold, 2717 Atwood Avenue in Madison ([www.atthreshold.com](http://www.atthreshold.com))

BRING: 1 or 2 personal objects with meaning (small enough to fit in a closed hand), all other materials will be provided

COST: \$28 per person, due upon registration (there is a 15 person maximum for this workshop)

WORKSHOP DESCRIPTION:



Have you ever wanted to learn more about sculpture techniques and the basic principles of form? Join artist and teacher Peter Kuzma in the light-filled community room of Threshold for a workshop on March 5<sup>th</sup> to create a paper sculpture that will serve as a home for your personal object. This may be a key without a lock, a partial remnant of a long-abandoned toy, a souvenir reminding you of a favorite vacation, or an interesting tidbit or relic of an imagined life that is probably floating through your desk drawers. We will use natural, handmade, and other specialty papers to create dimensional environments and relief sculptures, incorporating our own small found objects as inspiration. Please bring one or two items you find interesting or beautiful, low- or non-valuable is best, small enough to fit in a closed hand. All other materials will be provided at the workshop, so get ready to be inspired, experiment and build.

TO REGISTER CONTACT:

Ruth Manning

rcmanning1@gmail.com

608.509.6421

*Peter Kuzma has been working with young people in the visual and performing arts for over twenty years, both informally and as a professional educator in the Monona Grove School District. Besides making art of all kinds with both young adults and small children, he has shared his energies as a scenic painter and designer for area theatre groups, a home landscape artist, and as a director of STEAM (Science, Technology, Engineering, Arts, and Math) camps for kids in the summertime. Peter lives and works in Monona with his wife and two sons, continually repairing and restoring the finish carpentry of his 95 year old home.*

## **MAG Board Meeting - January 12, 2016**

Members in attendance: David Carpenter, Chris Echtner, Tom Kuchenbecker, Cathy Lawson, Judi Werner, Trisha Duren, Tamara Tsurkan, Tim & Nancy Startup, Cindy

Treasurer's Report: As of 1/1//16 we have \$19,886.06 in the bank and CD

3D Workshop: Workshop Ruth Manning: There are 11 people signed up right now (Kerri Shannon, Sue Lewis, Linda Markwardt, Vina Yang, Pam Andros, Kris Keillor, Chris Echtner, Ruth Manning)

- info sent to Steve for e bulletin
- will send the same info to Ruth H for February Newsletter
- will also include the "bonus added" art talk at the workshop by the Startups relating their form pieces to the workshop and discussing their process in general - similar to what we do on Art Night.
- I'm asking people to give me \$\$ up front to avoid the ' no show' - and hence no money (with the costs for this one) They are making the check out to MAG and sending it to me.

New MAG logo: Trisha showed us the logo she has been working on and the ones that had the "top rated" feedback. We liked on but in red and gray or black. Trisha will edit and email the board the revision.

We would like to include websites in the 2107 Directory so David will include a line in the mailing for dues for artists to write in their website.

Tim & Nancy Startup were present to discuss the Art Faire on the Square set up and displays. We discussed purchasing a new tent and displays, reorganization of the committee, and the "presence" we want MAG to have in the community. We will continue the discussion and the Startups will have a proposal at the next meeting. We are still looking for a new Membership chairperson.

MAG is developing a promotional brochure to hand out at shows & functions so the community is more aware of who we are. Tom brought a sample of a half size, tri fold brochure. Trisha will contact a local printer to get a quote on printing prices. Tom will get new images with better quality for the final copy and get it finalized. We have 52 participants with a total of 92 pieces at the UW January Showcase.

The registration process will be revised so members can email the information for a showcase instead of only being able to mail it in with a signature. There will be signature sheets at the time of check in.

Tamara talked about the website and will work on the issues. She will have a link to the directions for members to upload their information on the website, in the newsletter, and have a "class" for those wanting to learn in person about uploading their information.

Payment for jurying and new member dues will now be sent in with application. We will ask new prospects send two checks – one for the jury fee and one for dues. If they do not get juried into MAG, the dues check will be sent back to them. We will keep the jury fee.

Tom proposed we have a charity art show and sale as another venue for our organization. We will need a person or group that knows marketing and has connections to a business that will sponsor the event. We will need to think and discuss this further.

We decided to keep an outside juror for new member applicants.

David will look into a field trip to Epic Systems to see their art installations.

The next meeting will be March 8<sup>th</sup> at 6:00pm at Sequoia Library