



**MADISON ART GUILD**

**Founded 1914**

The Madison Art Guild is a non-profit organization of over 100 artists in South-Central Wisconsin

*Co Presidents:* Christine Echnner & Karen Watson-Newlin

*Co Vice Presidents:* Linda Markwardt & David Williams

*Secretary:* Colette Girard & Cindy Koshalek

*Treasurer:* Tom Kuchenbecker

*Past President:* Sherry Klinkner

### **Important Upcoming Dates**

**Oct 15.** Membership dues deadline.

**Oct 20.** Virtual Art Night. 7:00 PM.

**Oct 29.** Meet our new members. Virtual Meeting 7:00 PM

**Nov 10.** MAG Bi-monthly meeting



## **New Website**

After many months of discussion, the MAG board voted last month to hire Nate Wielgosh, Wild Design Studio, to develop a new website for our organization. The current site was created over 10 years ago and is no longer capable of upgrading.

We are excited to announce that our new website is nearly complete, and it is LIVE for members and the public to discover! The new website will be accessible at <http://www.madisonartguild.com/> while we transition to a .ORG over the coming year.

When you visit the site, we hope you are pleasantly surprised by the ease of use and, more importantly, a central Member landing page – everything you need on one page!

**WHAT YOU NEED TO KNOW:** You will be receiving a separate email with your username and instructions for setting your password.

**LOGGING INTO THE NEW SITE:** While we finalize the site, we are making it available for you to familiarize yourself with. When you visit MADISONARTGUILD.COM, you will click on **Members** in the menu. Enter your username and password. You will be redirected to your member portal.

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## Change of Leadership

In mid-October, Christine Echtner and Karen Watson-Newlin are stepping down from their roles as co-presidents. Chris has served two terms and Karen stepped in two years ago to assist Chris with the duties. David Williams has graciously offered to step into this role.

We are also in need of a Vice-President. The job description is as follows:

- Succeed to the role of President in 2022.
- Key leadership member and active participant in decision making.
- Support and partner with the board and president.
- Assist in finding committee chairs.
- Presides over the board meetings in the absence of the president(s).
- Manage the mentor program recruiting Guild members to help new members navigate MAG during their first year.

The following board officers will continue in their roles:

Secretaries: Colette Girard and Cindy Koshalek

Treasurer: Tom Kuchenbecker

There will be additional opportunities to serve announced soon.

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## Late Dues

The MAG regular dues deadline of Sept 15 has passed but you can still retain your MAG membership by remitting the late fee of \$60 by Oct 15.

Please use our new Pay Pal payment system to do this as checks cannot be accepted for late payments : [https://www.paypal.com/cgi-bin/webscr?cmd=\\_s-xclick&hosted\\_button\\_id=8MB48J9LSN2MS](https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=8MB48J9LSN2MS)

You do not need to have a Pay Pal account. Any normal credit card can be used.

Please remember that failure to pay dues by Oct 15 will result in loss of MAG membership.

If you later decide you want to retain membership you will have to go through the jury process again as a new applicant in 2021.

If you have been a MAG member for more than five years and are no longer able to produce art due to health or disability you may apply for Honorary MAG membership which

requires no fee but does not allow you to show art in any of the MAG exhibits. Please contact the MAG president David Williams at [Davidowilliams7@gmail.com](mailto:Davidowilliams7@gmail.com) (phone 443-9583) regarding this.

We would be saddened to see you leave Wisconsin's oldest continuing art guild founded in 1914.

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## New Members

Ten artists were juried into MAG as new members. Please join us in welcoming them.

On October 29, we will have a zoom meeting open to all MAG members to introduce the new members. This meeting will also double as our annual meeting. Please attend.

Here is the zoom link:

Topic: **New Member Meet and Greet**

Time: **Oct 29, 7:00 PM**

Join Zoom Meeting

<https://us02web.zoom.us/j/82340645445?pwd=Qk5aWFhwSmFLbExKTUdoSGMxbU8ydz09>

Meeting ID: 823 4064 5445

Passcode: 406167

In the meantime, here are the artist statements of our new members.

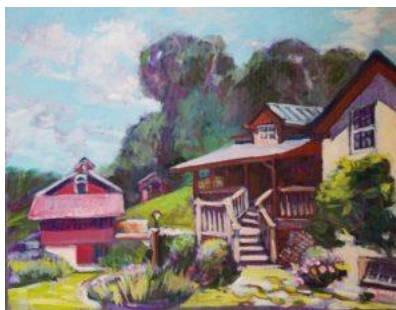
### **Chuck Bauer, Oils**

Though as a child I was always interested in art my real journey began the first day of undergraduate school when I had an auditory hallucination telling me to become an art major.

As part of earning my BFA in 1969 I spent a year in New York City as part of the first annual Whitney Museum Independent Study Program. I earned my MA in Madison in 1970.

I have been painting all my life, much of it en plein air long before the current explosion of interest, and when portable materials were still somewhat novel. I have never stopped taking workshops, and mentoring, and sometimes formally instructing others.

My vision for my art is to leave something behind that will remain interesting and perhaps even strong enough to be called important, and toward that end I hope

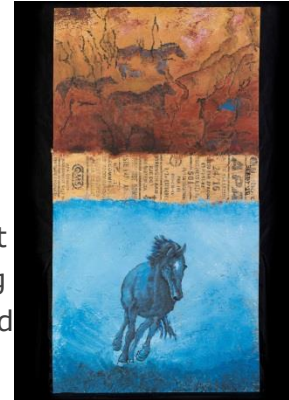


my work will always embody an expressive and emotional content.

At the moment I am interested in the emotion that might be called domestic nostalgia. As I approach the middle of my eighth decade I hope to continue growing as an artist, technically of course, but also creatively, expressively, and compassionately.

### **Timothy Seery, Acrylics**

I began my journey as an artist at the age of 20, almost 50 years ago. When I started, I could not make a good stick figure. I had no discernible talent other than a love for the great painters. I picked up a box of dry markers and poster board and began to paint scenes from my imagination. I spent hundreds of hours, maybe more, in trying to create something beautiful. But every time I looked at the art magazines I would give up in despair. A few months later the paint called to me and I started again. I took classes and became interested in water colors. I joined a water color group in Chicago and produced many paintings in that medium. I then studied with a portrait artist and learned to paint in oil and acrylic and to render a likeness. Later I began to paint with oil pastels and developed my own technique. Now I principally paint in acrylic and/or oil pastel. I have a restless spirit and want to paint everything. And I paint with passion. My mantra in painting is follow the paint. So I start by putting down some paint.



### **Wayne Grulke-Rueter, Acrylics**

My art depicts life and death in all of its variations. The human element is in everything I create, from abstractions of guilt to the pathways forged around the mountains in Taiwan. My paintings show that even within an empty room or on top of a mountain, there are things there, synthetic or natural, that a human has touched or shaped into being or destroyed.

My art also shows that traditional and digital mediums can coexist to form something new. In an age of digital mediums and as an artist formally educated in graphic design, I work to show that paint is not dead. While my main medium is acrylic, I experiment with digital mediums and design concepts to push my painting further.



### **Ric Genthe, Photography**

Born and raised in Southwest Wisconsin, I grew up appreciating the beauty of clear trout streams, rolling terrain and the history of the Wisconsin Driftless Region.

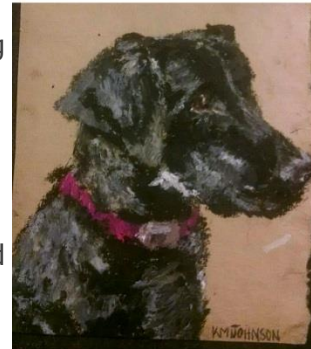


Educated in Commercial Art in Madison, Wisconsin, I've been an illustrator and art director my entire 40 year career. Photography was a nice pastime. In my semi-

retirement and with my art director's eye for detail and composition, photography is a natural transition. I take it seriously and have had the most fun of my life honing my photography skills and expanding my subject matter. Besides trout fishing and water color painting, photography was a hobby until a client recognized my ability and asked me to shoot photography for his agricultural businesses. What should have been utilitarian advertising turned out to be works of art. I'm drawn to photographing the history of deteriorating and once useful pieces. I'm hoping you find my photography conveys the feeling and spirit I felt while taking the picture.

### **Kristin Johnson, Pastel**

My artistic journey began early. I drew every day as a young girl, using pencils, pens, markers, and even eyeliner once. As a teenager, I gradually stopped making art as academic and social pursuits took priority. I regret allowing this "pause" to last so long. Now in my 30s, I began drawing consistently again 14 months ago after feeling deeply moved by some beautiful charcoal portraits. I have no formal training, and instead try to draw whatever feels gratifying. I mainly draw people and animals using oil pastels, charcoal and/or ink. I dabble in watercolor, and will eventually expand into other media too. Hopefully, my artwork will bring joy to and inspire others, like the charcoal portraits did for me. I believe the simpler and more elegant the art, the more skilled the artist. My goal is to develop whatever gifts I have to the fullest and use them to help and invest in others.



### **Jill Baker Gower, Jewelry**

I create jewelry and sculpture informed by my female experience and how advertisements, popular culture, beauty products, and fashion trends portray what women need or want. Ornate mirror frames, tools used for beautification, faceted gems, and the human body, inspire the design of these objects. The surfaces of the work are often lace patterned and at times include actual crocheted elements. I include crochet for its lacy, frilly appearance, my interest in the technique, but also because it's historically viewed as a women's skill. Color is incorporated primarily to reference human flesh, cosmetics, the body, and blood. Materials such as skin toned rubber and mirrors reference the human body, self-examination, and vanity. Other materials like pearls, gems, feathers, enamel, hair, silver, and gold are chosen for their aesthetic qualities, emotional resonance, preciousness, and value associations.



I aim for my work to be both beautiful and playful and at times even absurd or humorous; it addresses my own repulsion, frustration, and at the same time attraction to gender based expectations.

### **Jackie Biang, Acrylics**

lighting. A year and a half ago, I and am head over heels in love the natural beauty of fluid paint flow, I enjoy experimenting with interact. Sometimes I have a paint, but my better paintings what the paint does and enhance what I see.



I delight in color and discovered fluid art with it. In addition to textures and natural how certain colors plan when I set out to happen when I take

### **Linda Krantz, Encaustic**

Humans. Nature. The nature of humans. This is the stuff of my art. The humans I refer to are of the past, our ancestors. Their stories are often not recorded, only photographs remain. My encaustic art combines an inherent love for story, people, and nature into pieces that create their own narrative - conjuring emotional connection.



I choose to work with old photos of women who carry some sense of mystery. Women who pull you close and make you wonder: What has she seen and experienced? What does she know? These are among the questions I want to elicit from the viewer with my encaustic collage.

Each piece incorporates Mother Nature (a dimension of the feminine) and circles - the circles of life. Images and artifacts of nature are embedded in the wax layers. The beeswax brings melted wax in-the-moment over images, adding depth to the story with each additional layer.

My exploration continues to deepen as I work my encaustic art. A myriad of techniques are evolving and impacting the way these stories are told as my art continues to evolve and is shared with the world.

### **Jillian Cori Lipert, Mixed Media**

I am a glass artist specializing in mosaics. I also work with fused glass and frequently incorporate fused glass pieces in my mosaics.



My passion is three-dimensional mosaics. Mosaics are like making a jigsaw puzzle but you must create all your own pieces first. All my creations are made with hand cut stained glass. I incorporate 3-D elements and the feeling of movement and depth in my mosaics when possible. My work is frequently described as whimsical.

My work has included thousands of pieces of glass. Laying out a mosaic takes

hours or even days. The entire creation process is about 1 month for most mosaics. My art is 'green', using recycled/found items as a base or as part of the elements. I find focal pieces that speak to me, then create a mosaic around them, which makes each piece unique.

I frequently create commissioned pieces. My largest commission to date has been from Epic Systems, which is the 14 square foot fireplace in the Alice in Wonderland building.

### **Sue Sewell, Glass**

#### ABOUT MY ART:

- The message I want to communicate to the viewer is cheerful, and a feeling of calm and peace that nature conjures up within us.
- To create my art, I choose pieces of glass that reflect what I see in the natural world. I layer glass pieces to create new colors and textures. At times, my art reflects what I see, and other times I delve into an abstraction of the subject.



#### ABOUT THE ARTIST:

- I have worked in many art mediums over the years. I have had instruction in watercolor, pencil, oil pastels, colored pencil, and acrylics. I am a woodcarver, having worked with my mom to carve a Norwegian kubbestol.
- My work in stained glass spans 40 years. Traditional stained glass work felt too confining, so I have embraced mosaics, since I can move glass textures and colors around while constructing my designs.
- Currently, I am combining other mediums into my art. The use of oil pastels and collage is reflected in my butterfly piece. I plan to use my science background to create the anatomy of flowers in my upcoming creations.

I hope you enjoy my work.

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## Art Night!

Our next Art Night is a virtual event on Thursday, October 20 at 7 pm, sponsored by Kerri Shannon.

Use the following link to attend.

Topic: **October Art Night**

Time: **Oct 20, 7:00 PM**

Join Zoom Meeting

<https://us02web.zoom.us/j/86362698171?pwd=WE93K0wvY0M1NWx4QjZkUktiWGpodz09>

Meeting ID: 863 6269 8171

Passcode: 801849

If you have never been to one of these, this is a low risk way to try it out. Socializing, sharing of art and critiques for those who wish. Have a work of art to share, relax with your favorite food or drink or just hang out with us!

### **Tentative Future Art Night Schedule**

- November – Bettina Madini
- December – Karen Watson-Newlin
- January – David Williams

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## MAG Metalsmiths

The Madison Art Guild Metalsmiths participated in their very first design challenge called “Linked”. Wanting to symbolize this time during the coronavirus when they couldn’t physically get together, but remained linked by a growing community and a desire to encouragement artistic development, 15 members contributed several links which were used to fabricate 15 linked bracelets. Julie Walser invited us to exhibit the bracelets in an exhibition at the Paoli Road Mercantile in October and November. Stay tuned for the announcement of a second design challenge in 2021!

MAG Metalsmiths meet, via Zoom, on the first Tuesday of every month from 6:30pm — 8pm.

Here is the Zoom link to join us. <https://us02web.zoom.us/j/86984018740> Come check us out! All are welcome.

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## Food for Thought Exhibit

In a few weeks, members will receive a “Call for Artists” email.

MAG is pleased to support **Food for Thought**, a local volunteer organization which functions as a sub-group of Second Harvest. Food for Thought’s mission is to improve food access and alleviate hunger among Madison public school students and their families. They operate out of food pantries in six area schools. MAG’s virtual exhibit will allow artists to contribute 20% or more of sales to Food for Thought, and will also provide artists with an excellent venue for promoting their artwork.

We are planning for a November/December virtual event. Details will be forthcoming.

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# January Showcase

Our annual event highlighting our talented membership is coming up. Members will showcase one or two examples of their work. It is yet to be determined whether UW will be able to host this or whether this show will be virtual.

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## MAG Member Exhibitions

The MAG Salon virtual exhibit is still visible at <http://madisonartguildsalon.weebly.com>

Strength and Fragility, a major solo exhibit by **Barbara Vater** will be at UW Health at The American Center (TAC) from July 27 through October 26, 2020. The exhibit features over forty paintings and photographs with an emphasis on endangered African wildlife. The artist is committed to viewing animals, in their habitats, in the most responsible manner. By traveling on foot and in safari vehicle in four African countries the wildlife was witnessed at close range.

TAC is located at 4602 Eastpark Blvd., Madison 53718. The exhibit is in the Cafeteria which is currently open to staff only. Contact the artist for possible public access subject to Dane County Safer at Home directives.



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Send details about your solo exhibit to Chris ([president@madisonartguild.com](mailto:president@madisonartguild.com)) by the 20th of the month to appear in the next newsletter.

You can promote other art events such as sales or multiple artist exhibitions on the MAG Facebook page. Send an email to Mary Palmer ([fb@madisonartguild.com](mailto:fb@madisonartguild.com)) to get a post on Facebook.

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## Facebook

Did you know that the Madison Art Guild has a Facebook page? <https://www.facebook.com/Madison-Art-Guild-185447994965667/>

While Facebook began as a way for young people to connect online, it has become a staple for businesses and community organizations. There are a number of reasons why it's so important. Our Facebook page does many things for us as a guild.

- We get to learn a little bit more about those who are in our community of creatives,

which only helps us become more creative in what we can do and what we could offer to current and potential members.

- A Facebook page allows us to humanize our organization by sharing some of the fun and functions we all enjoy as members.
- Facebook Is good for Search Engine Optimization (SEO). The more you put out on the web, the more people can find you.

So join in and like our Facebook page and interact let us know what's going on in your creative world so we can get to know each other better, see it grow!

Send images or notifications of events for posting to our Facebook page to Mary Palmer at [fb@madisonartguild.com](mailto:fb@madisonartguild.com)



## Role Specific Emails

Not sure who to send an email to? MAG is now using "madisonartguild" emails which include a function name. These are automatically forwarded to the person(s) who is currently filling that role.

Here are the new emails to use. These emails are in the membership list that was just sent out and will soon be on the Website.

- [president@madisonartguild.com](mailto:president@madisonartguild.com)
- [vice-president@madisonartguild.com](mailto:vice-president@madisonartguild.com)
- [secretary@madisonartguild.com](mailto:secretary@madisonartguild.com)
- [treasurer@madisonartguild.com](mailto:treasurer@madisonartguild.com)
- [artfair@madisonartguild.com](mailto:artfair@madisonartguild.com) (for Art Fair on the Square and Winter Art Fair)
- [janshowcase@madisonartguild.com](mailto:janshowcase@madisonartguild.com)
- [salon@madisonartguild.com](mailto:salon@madisonartguild.com) (for Summer Salon)
- [newmembers@madisonartguild.com](mailto:newmembers@madisonartguild.com)
- [comm@madisonartguild.com](mailto:comm@madisonartguild.com)
- [web@madisonartguild.com](mailto:web@madisonartguild.com)
- [newsletter@madisonartguild.com](mailto:newsletter@madisonartguild.com)
- [memberlist@madisonartguild.com](mailto:memberlist@madisonartguild.com)
- [events@madisonartguild.com](mailto:events@madisonartguild.com) (Make Art Together)
- [fb@madisonartguild.com](mailto:fb@madisonartguild.com) (for all social media)

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## Membership List

The Membership List is maintained by the Membership List Coordinator.

Please help MAG keep your contact information current by contacting the Membership List Coordinator, Barbara Koykkar [memberlist@madisonartguild.com](mailto:memberlist@madisonartguild.com) if your email, address or phone number changes.

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## MAG Bi-Monthly Meeting Minutes

MAG Board Meeting via Zoom

Tuesday, September 8, 2020, at 6:30pm

In attendance: Chris Echtner, Karen Watson-Newlin, Tom Kuchenbecker, Dave Williams, Theresa Drinka, Martha Fitzmier, Cindy Koshalek, Barbara Vater, Colette Girard

WELCOME – Chris and Karen

Treasurer's Report – Tom

As of Sept 1<sup>st</sup>, MAG's combined checking and CD funds totaled \$12,099.71. Since then, we have received the following amounts in membership dues: \$1215 from 27 checks, plus \$1571.76 from 49 payments through PayPal. Tom reported that allowing dues payments through PayPal has made bookkeeping easier. So far, 76 members have renewed and 41 have not yet paid.

Website – Chris and Karen

Two of the most promising website proposals were presented for review. Both were in the low end of quotes ranging from \$3,000 to \$10,000. Each web designer had been told the basics of what we wanted. For example, we asked for a home page, artwork slide show and social media icons as well as a heading with links to artist pages, exhibits, workshops and newsletters. To save money, we asked that each web designer provide a template plus at least a few artist pages, then allow MAG to load the rest ourselves.

Karen presented the proposal from Nate of Wild Design. Nate offered to provide a template plus ten artist pages. He took the time to thoroughly review our current website and offered several suggestions for improvement. He recommended updates for navigation, for our Facebook page and for site communication channels. He advised that all artist images should be consistent in appearance. Nate was good about answering questions in a timely manner and is willing to provide us with training. He is familiar with both WordPress and Weebly. As a bonus, Nate offered a discount to individual artists seeking to establish or to update their own websites. He said that he could complete the website within one month, at a cost of \$3,000 to \$3,500.

Chris presented the proposal from Mary Jane of Bizzy Bizzy. Their plan provides a template plus two artist pages. They offered a one-day web building via zoom meeting, using a team approach. Over the course of that day, the team would communicate back and forth with MAG. Bizzy Bizzy uses both WordPress and Wix. They would provide the first ten images of a virtual exhibit and offered four hours of training. Our cost from Bizzy Bizzy was \$3,000.

Pros and cons of each proposal were discussed. Both come with solid recommendations. We also talked about an upgrade to MAG's logo, the need to confirm that we have a website manager in place and details

concerning our current website host. It was agreed that each artist's page would be updated twice a year by the webmaster, at which time artists could submit new images and make changes to their statement and contact information. The option of a member login was mentioned as well as a member's blog. By laws should be included on the website as would MAG's mission statement. The choice of proposals was put to a vote and it was decided that Nate was the best fit for MAG. An initial zoom meeting, to be set up as soon as possible, will include Nate, Karen, Chris and Dave. At that meeting, a completion date and deposit will be established.

#### Food for Thought/Second Harvest – Colette

Colette presented a proposal, suggested by MAG member Norma Hove, that MAG sponsor a fundraising art exhibit to benefit the local charity, Food for Thought. Food for Thought's mission statement is as follows: "Recognizing that research unequivocally demonstrates that hunger impairs health, learning behavior and the ability to attend and focus, the mission of Food for Thought is to improve food access and alleviate hunger among Madison public school students and their families". This volunteer organization operates out of food pantries in six area schools. It is a sub-group of Second Harvest and also partners with the Goodman Center. After discussion regarding the percentage artists would be expected to donate from sales, the general consensus was 20% with the option of donating more.

Food for Thought and Second Harvest both welcome MAG's assistance since the need for food is expected to increase during our continuing pandemic. Details regarding the way sales are conducted will need to be worked out. Norma has offered to help promote the exhibit through local advertising venues.

#### New Member Jurying – Martha and Theresa

Martha reported that our first virtual jurying of new members went smoothly. Of twenty-three individuals who expressed an interest in MAG, ten followed through with applications and all ten were accepted. Each artist was asked to submit four images. The deadline for dues from new members will be extended until two weeks after they are notified of acceptance. Each candidate had been asked to submit four images of their work. In the future, we may ask 2D artists to include an image showing frames. Since some artists are not skilled in photographing their work, we discussed both minimal visual standards expected and also possible ways to educate those members in need of assistance. Because the virtual jurying went so well, Martha raised the possibility of going forward with one virtual as well as one physical jurying. It was suggested that we contact the candidates who chose not to apply and ask why they did not follow through. There was a review of Jurying reimbursement followed by a vote confirming that the 3D judge should be paid \$150. Our 2D judge for the Salon is paid \$250.

#### Art Night – Chris and Karen

So far, the virtual art nights are going well, with 7-15 members in attendance. It was decided that after the first of the year, art nights would be randomly assigned rather than having a different member host each month. Karen offered to host December art night.

#### Transfer of Power and Robert's Rules of Order – Chris

Prior to today's meeting, Chris emailed board members a copy of MAG's By Laws as well as Robert's Rules of Order regarding Transfers of Power. Officers have been traditionally been elected at MAG's Annual

Dinner. This year, due to Covid, there will be a virtual transfer of powers in mid-October. Tom, Cindy and Colette all agreed to continue in their respective positions. It was noted that we will need to fill the position of Vice President.

We adjourned at 8:00pm. The next meeting will be held via zoom on Tuesday, November 10, 2020.

Submitted by Colette Girard