

Colorspots



CALVERT ARTISTS' GUILD
P. O. Box 602
Prince Frederick, MD

The newsletter is published every other month. The next scheduled newsletter is due out around April 1st. Please submit items to the newsletter editor by March 15th. If you are participating in a show, have won an award, or have any other information to share, please send it to pjhovermale1@yahoo.com and we'll include it in the newsletter. Thanks!

www.calvertartistsguild.org



The Calvert Artists' Guild is affiliated with the Arts Council of Calvert County (ACCC)

FEBRUARY 2015

Newsletter of the Calvert Artists' Guild

Prez Notes

As the recently elected President of the Calvert Artist Guild, I am remiss in not writing my introductory note to the members sooner. Due to extenuating circumstances, I let this slip until today but felt the need to say that I will try to be more cognizant of the community events for artists and other places where artists may exhibit their art or take classes. There seems to be a plethora of opportunities for artists to display their work and also many new classes in all media in 2015 of which we at CAG will try to make you aware in a timely manner.

Please continue to notify any of the officers of the Guild of upcoming events or classes or even newsworthy items in order for us to send out announcements to all members.

Looking forward to seeing you at the Asbury meetings or at the CAG sponsored events throughout 2015.

Peggy Hovermale, *President*
pjhovermale1@yahoo.com



Peggy Hovermale, *President*, Gerry Wood, *Treasurer*, Deb Daniel, *Secretary*

ANNOUNCEMENTS

CAG February Meeting & Program

SATURDAY, FEBRUARY 21ST, 10:00 A.M.

Don't forget the February Meeting coming up on Saturday, February 21st at Asbury-Solomons. The meeting will be held in the Clubhouse from 10 am to 12 pm. Drop off your snack/goodies and passengers at the Clubhouse entrance and driver proceed to the Visitor Parking spaces. (Do NOT park in resident designated spaces) We will discuss the March Show and 2015 Calendar of Events. Following the business meeting, the program will be a DVD of Andrew Goldsworthy's *Rivers and Tides* (which is also on Youtube) to lead into an interesting discussion on *Art in Your Life* by Deb Daniel.

It is important that you attend the Meeting in order for the business to be conducted.

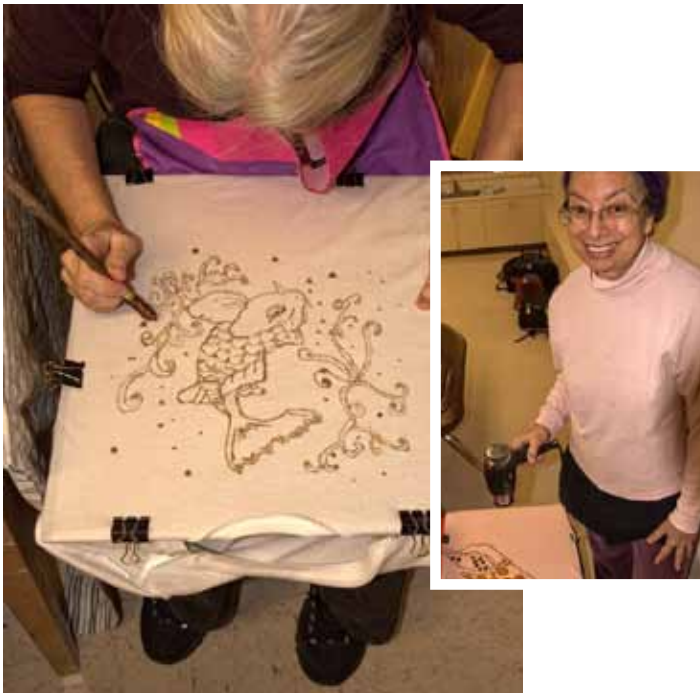
We need program and workshop ideas/suggestions.

2015 New Officers:

President: Peggy Hovermale

Secretary: Deb Daniel

Treasurer: Gerry Wood



The Batik Workshop on January 10 proved to be fun for all, thanks to our instructor, Maribeth Ganzel.

Treasurers Report:

Check book balance: \$2,437.60

Savings Balance: \$5,261.23

Bargain Corner

This new section has been created for those who would like to give away, sell or trade things that might be in your studio that you are not using. It also provides a section for people like me who have been LOOKING FOR a used digital camera.

I have two items to give away for FREE. I was able to give away a couple of things I posted in the first article in October. I found several more very small screw wire loops and still looking for a taker for the tripod.

*Several hundreds of very small screw wire loops. These loops are too small for hanging pictures but they may be used for string art.

Gee Freeman 202-297-3731 geeartlimo@comcast.net

artcenter at the Furniture Gallery in Prince Frederick

Come and see works by some of the CAG members, including; Lonnie Harkins, Wendy Schneider, Barbara Boward, Gerry Wood, Carol Wade, Mary Blumberg, Gee Freeman, Ruth Collins, Suzanne Shelden.

Artful Moments:

In the Dec/Jan 2015 issue of *The Atlantic*, William Deresiewicz wrote a controversial article on how artists are producing art, not for the curators or museum collectors or other intermediaries, but for direct sales to customers ("Etsy as Art?") making them similar to artisans in the past. Here is a link to the article:

<http://www.theatlantic.com/magazine/archive/2015/01/the-death-of-the-artist-and-the-birth-of-the-creative-entrepreneur/383497/>

and a critique of his article:

<http://www.theatlantic.com/technology/archive/2014/12/the-artist-lives/384125/>

And an interesting video from the same source on artist Bruce Riley at work doing Resin Painting:

<http://www.theatlantic.com/video/index/385038/watch-a-psychedelic-masterpiece-be-made/>



CAG Spring Art Show

**Southern Maryland Sailing Association
Solomons, MD
Saturday - Sunday
March 14 - 15, 2014, 10 a.m. - 6 p.m.**

Entry Deadline: Postmarked Fri., March 17, 2015
Set-up: Sat-Sun, March 14-15, 2015
Dismantle: Sun. March 15, 6 p.m.

Fee: \$35 Guild Member
\$45 Non-Guild Member

Calling all artists to mark your calendars for Saturday and Sunday, March 14 and 15, 2015 for the annual southern Maryland March Spring show at So. Md. Sailing Association, Solomons. We will set up on Friday, March 13th and take down on Sunday, March 15th. All CAG artists are encouraged to take advantage of this opportunity to exhibit, and sell their art. This is our third show at So. Md. Sailing Association. The 2015 shows were successful and we found this to be an advantageous facility. Set up on Friday, March 13th @ 4 - 7 p.m. and takedown on Sunday March 15th at 5:00 p.m. There is NO COMMISSION charged to the artists. We will be able to use all multiple screens and many tables. There are no maximum number of artworks to enter. Only space limitations. We will accept all that space allows. We want to FILL ALL SCREENS. Artists in all mediums are encouraged to join in this show. We would like to see fiber work, jewelry, sculpture, glass, batik, weaving, ceramics, photography as well as paintings. Exhibiting artists are asked to sign up to sit the gallery for a two-hour shift on Saturday or Sunday. Registrations are due postmarked by March 7th; no registrations will be accepted after this date. Artwork must be delivered at the So. Md. Sailing Association on Friday March 13th, 2015, from 4 pm to 7 pm, unless other arrangements are made in advance.

If you have any questions contact: Lonnie Harkins; 410-326-7199; baronvonsmoogle@netscape.net , Gerry Wood, 301-863-9663, gbwood2@verizon.net. or Peggy Hovermale, 301-593-2950, pjhovermale1@yahoo.com. We hope this will be a very successful show .



CAG EXHIBITOR REGISTRATION March Spring Show

So. Md. Sailing Assn., Solomons, MD
Saturday - Sunday
March 14 - 15, 2015, 10 a.m. - 6 p.m.

Entry Deadline: Postmarked Fri., March 7, 2015
Set-up: Friday, March 13; 4 - 7 p.m.
Dismantle: Sun. March 15, 6 p.m.

NAME

ADDRESS

PHONE

EMAIL

\$35.00 enclosed _____(CAG Member)

\$45.00 enclosed _____(Non-Member)

Make check payable to:

*Calvert Artists' Guild, Inc. and mail with this form to:
CAG, P.O. Box 602, Prince Frederick, MD 20678*

SIGNATURE

The Calvert Artists' Guild, Inc., The Calvert County Government, The Southern Maryland Sailing Association, Solomons, or any other organizer for this event is not responsible for any liability of your exhibit.

Artist Opportunities

Videographers

Our skilled member artists have a diverse skill set and some of them may be film-makers. Pass this on to any videographers you might know!

Anyone interested can contact Theresa Wood (t.a.wood45@gmail.com) 240-298-0183.

Deadline: April 30, 2015

Patuxent Pub & Grill

Artists and photographers, a new restaurant/pub is opening in Lusby, MD (in Jake & Ale's location), to be named Patuxent Pub & Grill. The owners are requesting artwork and photography to display on the walls as a rotating exhibit. Patuxent Pub & Grill- (planned opening is 3 Feb). If you are interested in participating, please contact: Gerry Wood, gbwood2@verizon.net, or 301-863-9663.

PHOTOS OF SAINTS PARISH ARTS FESTIVAL



Patuxent Habitat for Humanity Restore Recycled Art Show

will be held May 2 at Our Lady Star of the Sea. The ReStore is still in the Firehouse location, will move later to St. Mary's Square... To participate, please contact Linda Williams lindawilliams@md.metrocast.net

Paint Out in Leonardtown

Join CAG artist Nicole Stewart for a paint-out in Leonardtown on September 4 from 4 to 8 p.m. in celebration of the town's Arts and Entertainment District. In addition to picturesque buildings and a beautiful waterfront to inspire any artist, Nicole will be arranging a model to pose with a powder blue 1960 Corvette. And if nothing else, visitors can enjoy First Friday receptions held at all the galleries and art spaces (there are 8 and counting) in town.

All Saints Parish and the Southern Maryland Folk Arts Center

will sponsor the Eighth Annual Calvert Arts Festival, a juried festival, Saturday, 9 May, 2015, from 11 to 6 at All Saints Parish, Intersection of Rts 2 & 4, Sunderland, MD. First priority is for those who participated in our 2014 festival, then Calvert and St. Mary's County residents, those in southern Maryland. Then all others.

We invite you to apply for one of the 71 total indoor or outdoor sites. No buy-sell accepted. We limit each category (jewelry, food, fabric arts, etc) of participants by percentage of total artisans. To date, we have filled two-thirds of our available spaces. We do create a prioritized waiting list.

Our eighth fest will be grander than ever as our dedicated artisans and patrons spread the word about our festival and we expand our advertising. The seven wineries on the Patuxent Wine Trail add more variety and a broader base of customers.

If you are interested, go to http://www.allsaints1692.org/site/1/docs/2015_ArtsFest_Application.pdf for the application and return it to All Saints Parish, Sunderland, MD, so we receive it by 1 February 2015. We will jury those applications in the following week to help you plan your schedule and advertising.

Do remember that artisans are assigned spaces in the order we receive completed applications and checks/ money orders. Please note that each space costs \$60 for applications received after 1 April 2015.



A Facebook Guide For Artists, Version 2.0

by Mark Edward Adams

Mark has been featured in a variety of publications including Western Art and Architecture, American Art Collector, Fine Art Connoisseur and on the NBC TV show "Art Pulse".

The key to attracting likes and maintaining interest is to understand what engages the typical Facebook user. Here are some tips on what you should be doing and what you should avoid to increase your engagement and likes.

Common Facebook Mistakes

1.) The most common mistake I see is every post is asking for a sale. Often a picture of a piece is shown with the price and people are asked to buy it. This is acceptable if you do it about 25% of the time, but if this is all you do your engagement will plummet. The Facebook platform is not old school print marketing.

2.) Posting anything other than a photo will decrease your engagement. There are studies out showing photos get the most attention. Thus you should be avoiding links, videos, and other non-photo based posts. Or an alternative is to post your link in the description of the photo.

3.) If you post something and never respond to comments, it is a huge mistake. You must respond regularly to comments. Your goal is to keep people interested and engaged in your art. If you do not respond to comments and acknowledge fans on a daily basis, they will most likely lose interest. People want to be heard by the artist.

4.) Another common error is artists let other people run their fanpage and speak to fans as a vague third party. You want to keep the page as personal as possible. Responses that just describe the availability of a particular piece or non-descript agreement with the fan do not resonate. The goal is to let people know they are in direct communication with the artist.

5.) There are a lot of tactics on the internet that tell people how to increase engagement quickly. These include asking random questions to people about their life, offering free giveaways, or offering to donate something when a certain

number of fans like a post. These are all gimmicks and do nothing to increase long term engagement. True fans are built on solid communication that is built up over time.

How To Do It Right

1.) The key to engaging people is to tell a good story. The overall theme of your page should be to tell the story of how you create your art. This means taking people from



the beginning sketches to the final masterpiece. This could take days or even weeks, the important point is to bring people along for the ride.

2.) It really helps to show your personality with each post. In other words write your posts like you are talking to your best friend. The goal is to make the page as personable as possible. Do not edit your thoughts too much or overthink what to write. Just write from your heart.

3.) You must post on a regular basis or your numbers will rapidly decline. It is something to do with the algorithm. I have been posting 1-2 times per week for a couple of years and if I take a week off my numbers are significantly lower.

4.) Keep to the topic. Remember people are coming to your page to learn about your art. Avoid posts about the latest trends in the art market or how a piece sold for 10 million dollars at an auction. All your posts should somehow directly relate to your art and your story.

5.) You should always be treading slightly out of your comfort zone. You may be hesitant to show a work in progress or an unflattering picture, but do it anyway. It is these small risks that show your vulnerability and connects you to viewers.

From this list of Facebook tips I purposely left out any advice on spending money to promote posts or get likes. I did this to emphasize the biggest factors that will determine your success on Facebook do not include money. Success is about doing a lot of little things right that comes together to engage the user. If you work on the points listed above. I think you will see a significant increase in engagement.

2015 Calendar of Events

Mark Your Calendar !

CONTACT PERSONS (unless otherwise noted)

Peggy Hovermale, 301-593-2950

pjhovermale1@yahoo.com

Gerry Wood, 301-863-9663,

gbwood2@verizon.net

FEBRUARY 21, 2015 – SATURDAY, 10 A.M.,
CAG meeting and program: DVD and discussion
Asbury-Solomons Clubhouse, Solomons, Md.
Contact: Lonnie Harkins, 410-326-7199

**MARCH 14-15, 2015 – SATURDAY AND SUNDAY
10 A.M.-6 P.M.,**
Spring Art Show, So. Md. Sailing Assn., Solomons,
Md., 10:00-6:00.

APRIL 18, 2015 – SATURDAY, 10 A.M.-12 P.M.,
Saturday, Meeting & Program TBD: Asbury-Solomons
Clubhouse, Solomons, Md.

**MAY 16-17, 2015, SATURDAY AND SUNDAY,
10 A.M.-5 P.M.**
Awards Art Show, So. Md. Sailing Assn., Solomons, Md.

JUNE 27, 2015, SATURDAY 10 A.M.-3 P.M.,
Workshop, "Raku Pottery", Instructor: Ray Bogle, Mt. Hope
Comm. Ctr., Sunderland, Md.

**JULY 18-19, 2015, SATURDAY AND SUNDAY
11 A.M. - 6 P.M**
Art Show: So. Md. Sailing Assn., Solomons, Md.

AUGUST 16, 2015, SUNDAY – Annual Potluck meeting &
program, Asbury-Solomons Clubhouse, Solomons, Md., 2:00
pm to 6:00 pm. Bring a potluck dish. Program/Presentation:
"Brenda Belfield- Journey to Abstraction": Contact
persons: Barbara Fetterhoff, 410-394-3365; fetterhoff.
barbara@comcast.net; Peggy Hovermale, 301-593-2950,
pjhovermale1@yahoo.com

SEPTEMBER 12, 2015, SATURDAY 10 A.M.-2 P.M.
Paint-Out Day, Location TBD.

OCTOBER 10-11, 2015, SATURDAY & SUNDAY –
Annual P.R.A.D. (Patuxent River Appreciation Days) Show,
Calvert Marine Museum, Solomons, Md., 10:00-5:00 daily,

NOVEMBER 7, 2015 – SATURDAY – 10 A.M.-3 P.M.
Workshop, Instructor: TBD, Mt. Hope Comm. Ctr.,
Sunderland, Md.

DECEMBER 12, 2015 – SATURDAY , 10 A.M.
Annual Meeting & Program, Asbury-Solomons Clubhouse;
Solomons, Md., 10:00 a.m., TBD, Md.

“ I would like to convey that
the real beauty and interest
in a painting is more about
composition, light and
texture, and less about the
subject matter.”

Tom Christopher, pastel artist

It's Time for 2015 Dues!

Time to renew your membership with the Calvert Artist's Guild for 2015. The dues calendar year is Jan. 1 – Dec. 31 which means its time to get your membership current! There will be a \$5 late fee for those paying after January 31, 2015. This deadline helps to get the dues submitted in a timely manner. Many thanks!

CALVERT ARTISTS' GUILD, INC. 2015 DUES STATEMENT

Please return this portion of the form with your dues check by January 31, 2015. After Jan. 31st there is a \$5.00 late fee!

NAME

ADDRESS

CITY

PHONE

EMAIL/WEBSITE

- I am an artist/artisan interested in (specify medium)
- I am interested in the arts in general
- I am interested in helping with Guild activities (areas of interest)

Please check your membership category

After Jan. 31st _____ and \$45 _____ Individual: \$30 _____
Family \$40 _____ Youth (>18) \$15.00 _____

Make Checks Payable to: Calvert Artists' Guild, Inc.
Mail to: P.O. Box 602, Prince Frederick, MD 20678

.....
KEEP THIS PORTION FOR YOUR RECORDS

Date Paid: _____

Membership 2015
Calvert Artists' Guild, Inc.
P.O. Box 602
Prince Frederick, MD 20678

Check # _____

This is your receipt for your records and membership card to keep.
Please detach at dotted line.
Thank you!

Calvert Artists' Guild Contacts

Peggy Hovermale	<i>President</i>	410-326-7199	baronvonsmoogle@netscape.net
Deb Daniel	<i>Secretary</i>	301-534-9958	debDaniel@aggies.com
Gerry Wood	<i>Treasurer, PRAD Show</i>	301-863-9663	gbwood2@verizon.net
Deborah Green	<i>Newsletter</i>	410-326-7199	lbabestsahl@yahoo.com
Kay Simkins	<i>Student Art Award</i>	410-394-0359	tolenut@comcast.net
The Board	<i>Workshops</i>		
Amy Beaven	<i>Webmaster</i>	410-394-1669	abeaven@umd.edu
Mary Mayhew	<i>Publicity</i>	410-257-5253	mladym013@comcast.net
Carol Wade	<i>Newsletter, Graphic Design</i>	410-610-6419	carolwadeart@gmail.com
Suzanne Shelden	<i>Roster, Graphic Design</i>	410-586-3236	sheldenstudios@comcast.net



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