

Three Rivers Artist Guild

SERVING ARTISTS IN OREGON CITY AND SURROUNDING COMMUNITIES

Volume 9

February 2016 Member Newsletter

Issue 2

Linda Merry Gross
Acting President
president@threeriversartistguild.com

Carol Wagner
Treasurer
treasurer@threeriversartistguild.com

Bonnie Moore
Secretary
secretary@threeriversartistguild.com

Tonya Meyer
Holly Kroening
Carrie Trax
Gallery Co-Chairs
gallery@threeriversartistguild.com

Jason Faucera
Webmaster
webmaster@threeriversartistguild.com

Sue Thomas
Membership Coordinator
membership@threeriversartistguild.com

Cherilyn SunRidge
Public Relations Coordinator
publicrelations@threeriversartistguild.com

Kerin Dimeler-Laurence
Newsletter Publisher
newsletter@threeriversartistguild.com

Lynda Orzen
Past President

Mark your calendars!

The next TRAG General Member meeting will be on Monday, February 8 at 7PM at the Pioneer Community Center.

Greetings, Members!

John Trax has graciously volunteered to be our Vice President! We will need your vote to make it official, and that vote will be taking place at our meeting this coming Monday.

We are also looking for some tech help. In order to use our new Square chip card reader in the gallery, we need to upgrade our equipment. If anyone is willing to donate a recent iPad or Android tablet or funds to help us acquire these, we would be most grateful! Please contact gallery@threeriversartistguild.com if you have a donation you'd like to make.

At our meeting, we are thrilled to present:
Speaker Suzi Anderson from Clackamas Arts Alliance who will share a lot of information about their role in presenting the arts, AEP, Art Extravaganza, public art and more.

Speaker Lynda Orzen from TRAG who will share about our upcoming Oregon City Festival of the Arts presentation.

Please bring a chair if possible. This is a must see meeting, especially for new artists in our Guild.

See you at the meeting!
Got an idea for TRAG?
Let us know!
suggestions@threeriversartistguild.com

In this Issue

TRAG General Meeting Minutes 2
221 Gallery Spotlight..... 3
Gallery News..... 4
Artist of the Month 5
OCFotA Call for Volunteers..... 8
Guild History at the End of the Trail..... 11
Call for Artists 14
Improve your Sales..... 16

New Faces



Gallery Rotation, p.6

TRAG General Meeting Minutes

TRAG MEETING MINUTES – General Membership
1-11-16

Meeting Location: Pioneer Community Center
(Downstairs), Oregon City

Attendance: 57 Members, 2 Guests/New Members

Called to order at 7:05 p.m., by Linda Merry Gross, Interim
President

Welcome & acknowledgement of guests, new members;
opened floor to Board Members to give reports:

Treasurer’s report given.
Secretary’s report given.

Announcements:

Marianne Ryder, due to health problems will be unable to
fulfill her role as 2016 TRAG President.

Motion: Linda Merry stay on as President for 2016. 1st
motion, Cherilyn SunRidge, 2nd motion, Bob Paulson
Unanimous

Linda Merry asked for someone to step up as Vice-
President.

Terisha Sirenidie said that she would be willing to find out
more about the requirements of Vice-President.

Billie Schultz agreed to find the speakers for the meeting in
February and to show Terisha how to go about it.

Beth Daniels to be a volunteer at the Art Extravaganza.

Trieste Andrews has scheduled the next Artist Reception
for Sunday, February 21, 2016, from 2-4 p.m..

Guest speakers - Bunny Lewis ,Connie Veekner,
Krista Martenson, who represent the Open Studios of
Beavercreek.

They shared the goals and purpose behind hosting
the Open Studios. An invitation to participate in the
Beavercreek Open Studios followed their presentation. A
brief time of question and answer followed.

Adjourned - 7:50 p.m.

Welcome New Members!

Brooke Young, a photographer from Oregon City just
joined TRAG and can be reached at brookeydaisy@gmail.
com. She has a passion for photographing people and
the great outdoors, also doing portraits, weddings, and
advertisement photographs.

Tara Anderson is the daughter of Barbara Anderson and
sells on etsy her creations of wire wrapped jewelry with
stones, unique pieces with driftwood, and figurines with
polymer clay. Her contact is at theorigamidonkey@gmail.
com, and at www.facebook.com/TheOrigamiDonkey.

Connie McDowell is from West Linn and does beautiful
collaged hand bound journals, you can reach her at
conniemcdowell@comcast.net. She came to art later in
life, and is looking forward to her first commercial selling of
her journals with TRAG.

*Are you a new member? Want to be featured here?
Contact Membership Coordinator Sue Thomas:
membership@threeriversartistguild.com*

Congratulations to **Bob Bresky** who was awarded a grant
from Clackamas County Cultural Coalition to help publish
his third book.

We love being able to adhere to our mission of giving
back to the community. TRAG is proud to be able to
donate \$486 from our Holiday Show to the Pioneer
Community Center’s Meals on Wheels program.

Tonya Meyer, Chair
of Three Rivers Artist
Guild’s Holiday Show,
made a wonderful
presentation of the
check to Jessica
Spencer, Program
Assistant and Shirley
Ryan, Coordinator of
Meals on Wheels.



221 Gallery's Shifting Shapes

Shapeshifters, changelings, transformers – these mythic creatures have sparked our imaginations for centuries. The three artists showing at the 221 Gallery's 1st quarter 2016 rotation tap into this theme with works that command a double-take and ask for a second look.

Bob Bresky's nature photography begins the fun with his photographic visual pun, "Trunks." The image takes us to Africa, where a family of elephants clusters around a tree trunk that mimics their many limbs. The color, texture and thick serpentine shapes are so uniform that the two life forms meld into one massive shape. The photograph's rough canvas surface is a perfect foil for the image. You can almost feel the leather-like surfaces of tree and elephant trunks.

In the gallery corridor nearby, Karla Piatt changes the mood with her fascinating fused glass on canvas titled "Eve's Enigma." Here we see a slender vertical "S" of fused glass strips, twined into a snake-like shape. The night-blue glass gleams with promise - and foreboding. Glimmering gold glass accents suggest an eye here and a decorative tail scale there. Is it really a snake? What can it offer us? We may see the serpent somewhat as Eve did, before knowledge was gained and Eden lost.

Jason Faucera brings us back to the 20th century with his double exposure, "Vinyl in Guitar Silhouette." Here, well-worn LP's are stacked high like layers of sediment at an excavation site. Each vinyl layer carries a name with historical impact. The music of Elton John, Janis Joplin, Bob Dylan, Fleetwood Mac and Led Zeppelin stands tall before us. Superimposed on the stack is a guitar's dark silhouette. Using symbols of songs both live and recorded, rock's history roars to life.

The gallery's intimate space allows us to see these works at eye level and close range. Don't miss a chance to see these fascinating shapeshifting views of our past and present! See even more of the artists' work at www.bobthenatureguy.wordpress.com, www.fusion-by-karla.com and www.shadowquality.com.



Gallery News

Three Rivers Gallery & Gifts has space for classes!

Now is the time to sign up to teach classes for 2105. Get on the calendar and share your passion for art.

The policy is as follows:

Class Fee - \$ 40 per day, payable in advance to TRAG.

Class Hours - anytime between:

9:30 a.m. to 3:30 p.m. Tuesday through Sunday

Suggested Number of Participants - ten or fewer

Classes need not be art oriented. (Poetry, writing, crafts welcome)

Instructor should bring supplies.

Pack out garbage and leave space neat and tidy.

No loud noises (musical instruments) or odors (Oil paints) allowed.

Space covered by liability insurance.

Questions and sign up to be directed to classes@threeriversartistguild.com



Meet your local artists exhibiting at this Gallery!

Artists' Reception

Sunday
February 21, 2016
2:00-4:00 p.m.

at
Three Rivers
Gallery & Gifts
613 7th Street
Oregon City
(inside Singer Hill Cafe)

Complimentary
Appetizers from
Singer Hill Cafe

Three Rivers
Artist Guild



Help us stay up to date!

In order to use our Chip reader at the gallery, we need to upgrade our iPad system to an iPad 3 or later. This will also require the purchase of a new Square Stand.

We must have our chip reader usable to comply with federal regulations.

If you are able to donate an iPad, stand, or funds to help us acquire these tools, please contact gallery@threeriversartistguild.com. Thank you!

Are you currently showing or have shown in a gallery? Share the gallery name, address, telephone number and/or website with our webmaster@threeriversartistguild.com and we'll keep a handy list for all our members to peruse and use.

Want to be the next Artist of the Month?

Contact the Gallery Committee Chairs about showing your work at Three Rivers Gallery and Gifts!
gallery@threeriversartistguild.com

Don't forget! You must be a paid member to show in the gallery! Please bring your payment to the general meeting or contact Sue Thomas:
membership@threeriversartistguild.com

February 2016 Artist of the Month: Carrie Trax

Artist of the Month

Carrie Trax Food Photography

Carrie's passion for food has been with her as long as she can remember. Starting her own food blog in 2010, she began to turn her



recipes into photographic works of art on the screen. Now her photography has found its way into galleries and she is delighted to share her food passion through her art. "Nothing makes me happier than cooking and feeding people," she shares, "but having someone like my food art is a very close second."



Carrie's food art is especially nourishing! Her greeting cards of heirloom tomatoes, juicy fresh-picked berries and plump oatmeal cookies come with related recipes on the back as a special added gift. Her spiral-bound canning journals are covered with a photo collage of colorful canning jars, an inspiring view of bounty.



Her 6" by 6" prints are easy to hang – even in the tiniest kitchen's nooks and crannies. There is something for every taste here – from the master chef to the busy commuter who takes pride in steaming fresh garden-grown vegetables.

Each photograph brings something new to Carrie's artistic table. "I take my heirloom recipes and change them with tricks and secrets I've learned," she explains. "I like to use the amazing fresh bounty available here in Oregon."

Let Carrie's passions bring a spoonful of art to your daily diet! Find her blog at www.freshfromoregon.com and contact her personally at Carrie@freshfromoregon.com. Bon appetit!



Guild Gallery Welcomes the New Year

With holiday themes behind us, the Gallery's 1st 2016 rotation gives us the wide-open welcome of the New Year, featuring six new artists. New member Anita Shuler sums up the mood, writing that "every day holds the promise of a new discovery."

All six new artists bring a sense of discovery to their work. Photographer Eric O'Toole is inspired by the scenes surrounding him during his daily routes as a Portland bike courier. "Every day I discover something new about the city," he shares, titling his gallery exhibit, "My City, My Way." His varied scenes take us from a serviceable bike parked by a colorful city wall to a trio of riverside geese on what he calls their "Winter's Walk."



D. Paul Angel's photographs also reflect a passion for Portland. His "Portland Reflections" captures an iconic view of Portland signage behind reflective glass, giving us a double-take on a single scene. It's no accident that Paul's image captures the written word in its signage. He is also a writer, focusing on short "flash" pieces of less than a thousand words. (See

more on his blog at <http://dpaulangel.com>. He jokes that he's fluent in Greek, Nerd and several dialects of jargon!)

Photographer Bill Waterman (www.billwatermanphotography.com) is aptly named, since much of his work reflects a passion for the water's edge. Raised in Newport, with 13 years' experience as a commercial fisherman in Alaska, he now makes his home by the Tualatin River. Water birds and breaking waves fill his viewfinder as he "keeps



his camera . . . close at all times" for the next scenic discovery.



Eddie Santos and Kathleen McCullough capture their images in a different way. Santos favors larger-than-life portraits of pop icons from Bono to the Blues Brothers,

highlighted with large blocks of intense color. The images practically pop off the walls for the viewers' attention. (His artistic work isn't limited to painting. See his chain maille jewelry and more at www.facebook.com/santosstudios.)

In contrast, Kathleen's smaller compositions in colored pencil, gouache and mixed media are almost meditative. She shows us the subtle beauty of a single blossom and finds the gentle humor in a polar bear's pose as it swims in its icy waters.

Anita's elegant jewelry reflects her artistic journey of discovery from clay to metal and gemstones. With a master's touch she explores curve and line, shimmer and sheen, from a new perspective.



"I'm challenged by the endless variety of techniques and possibilities," she tells us of her continuing discoveries.

Make your own discoveries with a visit to the gallery's new rotation! It's a great way to open the door to fresh possibilities for the New Year.

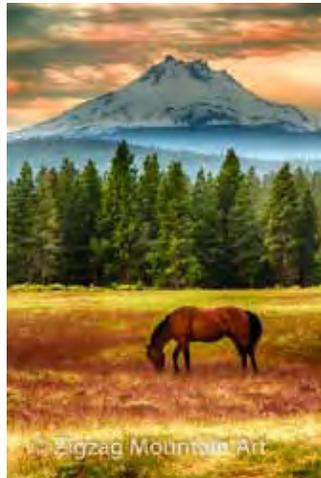
Haggen Gallery – The Artists’ Tour of Oregon

The Haggen Gallery’s new 2016 rotation gives us a chance to tour Oregon and the Northwest through Guild members’ photography and watercolors. Joining long-time artists Jerry and Rhondi Myra are watercolorist Bonnie Moore and photographers Bob Bresky, Jason Faucera, Bob Paulson and John Trax.

The landscapes cover several corners of the State, starting with Jason’s spectacular local views of Oregon City’s landmarks. The municipal elevator, Willamette Falls,



and the Arch Bridge snap into focus with his fascinating use of light. John Trax’s colorful view of Crown Point stands alongside his majestic scene of Mt. Jefferson behind a field of placid, grazing horses.



Bob Paulson captures scenes familiar to hikers with his “Forest Fire Trees, Lupine and Beargrass,” while Bob Bresky claims more hiking favorites with his views of Multnomah Falls and Mt. Hood. Bonnie Moore celebrates Hood River’s windsurfer appeal with her watercolor “Chasing the Wind.” The fluid washes emphasize wind and water, flowing together under and over the surfer.



Customers are clearly enjoying the artistic scenery. “These are beautiful,” mentioned one café-goer as she looked up from her laptop. “These are really good quality,” added a couple as they got up from their coffee. An employee came by to remark on how difficult it is to capture the sun-and-snow combination he enjoyed in Bob Paulson’s wintery landscape.

Jerry and Rhondi Myra’s photographs have remained throughout Haggen Gallery’s rotations, partly because it would be hard to find a more perfect match for the Gallery’s second location in the meat department. Views of cattle ranchers, cowboys and covered wagons dominate, highlighted by Jerry’s rustic frames. Old barn wood, knotholes, and touches of green and red tones each bring out the best in their matching photographs’ themes, while decorative matting captures the mood in color and design.

Next time you’re at Haggen’s Marketplace Café or meat department, take some time for a free tour of the northwest! Our artists give a fresh look to favorite familiar scenes.





On Monday, February 8, 2016, I will be providing a PowerPoint presentation at the Guild meeting. Planning has already begun for the Festival in August but many committees still need to be formed. I have provided the PowerPoint for those who will not be available for the meeting and have left out the committees that are already formed. If you are interested in one of the committees, please contact me so we can get you on the team. We need all your help! If you aren't able to take on a committee position, please sign up to volunteer for the weekend.

Our Mission for the Festival

The Three Rivers Artist Guild is presenting an arts, culture and heritage event known as the Oregon City Festival of the Arts (OCFOTA) on August 13 and 14, 2016, to be held at the End of the Oregon Trail Interpretive & Visitor Information Center located at 1726 Washington Street, Oregon City, OR 97045. As artists and community leaders, our mission is to encourage and support all forms of art in Oregon City and Clackamas County. The goal of the event is to promote visual and performing artists, heritage community, tourism groups, and local food and beverage vendors to create a unique community event. This event will be free to the public.

Committees needed to make this event a success

Each committee has their own roles and responsibilities already established. Each committee will have a chair that will be responsible for running committee meetings, keeping a budget and reporting to the Executive Committee.

1. Sponsorship/Fundraising/Grant research writing (Lynda Orzen, committee chair)
2. Artists Coordinator (Kerin Dimeler-Laurence, committee chair)
3. Graphics (Ingrid Aubry, committee chair)
4. Volunteers
5. Silent Auction (Janice Gunderson and Marlene Serna, committee co-chairs)
6. Signage (Kerin Dimeler-Laurence, committee chair)
7. Entertainment (Trieste Andrews, committee chair)

8. Children's Art Activities (Holly Kroening, committee chair)
9. Food and Beverages
10. Site Management
11. Transportation and Public Safety
12. Heritage, Tourism and Nonprofits

Marketing Committee

This committee is crucial to the success of the Festival and needs to be chaired immediately. The position could be co-chaired. We need to get media packets out to travel magazines for the 2016 summer season.

Description

The purpose of this position is to promote the event and to be the liaison with the media and steering committee.

Responsibilities

- Create advertising budget that includes display ads, inserts, postcards, flyers, and posters (an overall marketing budget of \$5,500 has already been established)
- Create list of media contact names and information in computer data base and hard copy format
- Create media package to send to travel writers
- Cultivate new media contacts
- Write copy for all calendar, and general, art, music and entertainment press releases
- Write copy for any fundraising pieces
- Maintain existing PR timeline and update as appropriate when sending out information including all releases
- Research and place orders for any display advertising or inserts
- Work with Graphics volunteer and Website volunteer on any copy

Volunteer Coordination Committee

Description

The purpose of this position is to recruit volunteers for the various positions needed throughout the weekend of the festival.

Responsibilities

- Assess volunteer needs with other subcommittee chairpersons
- Help artists set-up tents
- Deliver refreshments to artists throughout the event
- Booth-sit for artists as needed
- Assist with children's art activities
- Assist with Silent Auction
- Work with Transportation and safety
- Develop data base and of volunteer contact information
- Develop volunteer schedule for event including map identifying the place, time and duty for each volunteer
- Match volunteers to personal interests and skills
- Email information with pertinent details and location map
- Facilitate any training or briefing necessary
- Work with Graphics volunteer to develop volunteer identification
- Oversee volunteers during the event

Silent Auction Committee

Description

The purpose of this position is to procure and catalogue auction items from artists and the business community and organize and run the silent auction. This committee is chaired by Janice Gunderson and Marlene Serna.

Responsibilities

- Contact artists to solicit donations
- Contact area businesses to solicit donations in the form of gift certificates, product or coupons
- Arrange for pick-up or drop-off of donated items into your custody
- Arrange with Treasurer for Silent Auction Bank or some other collection device (Square or PayPal)
- Catalogue donations prior to event and divide into two batches
- Determine opening bid and raises
- Organize and display for the event
- Organize booth workers with Volunteer Coordinator
- Monitor auction activity and call auction ending for both days
- Collect monies and distribute artwork to high bidders

- Secure all artwork that is not picked up at the end of auction and call and arrange for pick-up or drop off
- Turn all money and bid sheets over to Treasurer

Entertainment Coordination Committee

Description

The purpose of this position is to secure bookings for a variety of entertainment throughout the event and to be the liaison for the entertainers and the steering committee. Trieste Andrews is chairing this committee.

Responsibilities

- Research and present ideas and bids to committee
- Develop entertainment schedule
- Contract with entertainers for scheduled time
- Assess and procure PA equipment if necessary
- Assess electrical needs with Site Manager
- Arrange for appropriate signage with signage volunteer
- Be available or arrange to have someone available at all times during the event to handle issues as they arise
- Arrange for set-up and take-down volunteers with the Volunteer coordinator if necessary

Children's Art Activities Committee

Description

The purpose of this position is to create a fun, creative, hands-on art environment for children attending the event.

Responsibilities

- Research art activities and present to committee
- Develop schedule of activities for the event
- Work with Volunteer coordinator to provide facilitators for both days
- Assess and procure art supplies for each activity
- Assess Art Activities area with Site Manager for water, tents, electricity etc.
- Facilitate any training or briefing necessary
- Work with Signage and Graphics volunteers for necessary supplies
- Oversee activities during the event

Food and Beverage Committee

Description

The purpose of this position is to provide food and refreshments for sale for the event and to be the liaison with community groups and the steering committee.

Responsibilities

- Contact local beer, wine and cider vendors in community
- Contact local food service or restaurants in the community
- Develop vendor/menu ideas and present to committee
- Work with Site Manager for electrical, water needs
- Provide own tent, set-up and take-down crews and signage

Site Management Committee

Description

The purpose of this position is to be the liaison with fair site managers and steering committee to ensure smooth operations before, during and after the event. (Lynda Orzen is heading this committee.)

Responsibilities

- Assess needs of each participating booth including food and entertainment
- Tables, Chairs, Tents
- Work with the Artistic Coordinator for booth placement and locate individual spaces
- Work with Signage Volunteer for sign placement
- Arrange for overnight security
- Work with Volunteer coordinator for continual site clean-up
- Work with Volunteer coordinator for traffic control and any additional volunteers that might be necessary
- Work with site owner to assess all logistics issues including:
 - Water, Electricity, Garbage / recycling, Parking
 - Restrooms (and the possible need to order port-a-potties)
 - Sprinkler systems turned off, Lawns mowed, Keys if necessary

Transportation and Public Safety

Description

The purpose of this position is to provide for a safe pedestrian and parking system for the arts faire users and those attending the parking areas.

Responsibilities

- Develop a stock of parking areas in the vicinity of the

End of the Trail Interpretive Center

- Work with Oregon City Police Department to provide for a safe and effective transportation system during the festival hours
- Work directly with site manager and EOT manager to provide for adequate parking for handicap patrons of the EOT and artists
- Provide for adequate space for the flow of the van through the parking lot as well as parking space at EOT
- Recruit and train volunteers to work parking areas
- Create a map with all over-flow parking locations
- Work with local retailers and property owners for access to overflow parking areas

Heritage, Tourism and Community Groups

Description

To coordinate all local Heritage, tourism and community groups that will be participating in the event

Responsibilities

- To enlist local groups to participate in the festival
- To create events during the weekend that will tie into the heritage and tourism groups
- Have information available regarding all available activities in Oregon City that pertain to tourism and history
- Work with local heritage sites (ie. Museum of the Oregon Territory, McLoughlin house and other heritage sites
- Work with tour groups to make hikes, walks or other events possible during the festival
- Work with community groups to supply booths/ information (Friends of the Library Bookstore, Fill a Stocking, Backpack Buddies, HOPE, ect.

Please contact Lynda Orzen at orzep@comcast.net or 503-313-0024 if you are interested in taking on any of these positions or if you have further questions.

This is going to be the largest and most complicated event the Three Rivers Artist Guild has even created and it is going to make a huge positive impact on our community. It is a real privilege to be heading up the Oregon City Festival of the Arts!

Guild History at the End of the Oregon Trail

It's exciting to think of August's new Festival of the Arts at the historic End of the Oregon Trail (EOT). It's also interesting to note that this isn't the first time that EOT has hosted a major arts event.

For several years before its temporary closure during the Great Recession, EOT served as the site of the First City Arts Faire. Participating Guild member Ingrid Aubry remembers it clearly. "It was definitely a labor of love and a big scale production," she tells us. "I believe we had about 80 artists in the final year. What a huge task mapping it out and figuring out the logistics! For several years, my son [from New York] scheduled his annual visit [here] to help with the show."

Member Lynda Orzen also recalls the Guild's early involvement in EOT's store/gallery at that time. "Our very first art gallery was at the End of the Trail Interpretive Center," she explains. "Some local artists [were in the] gallery and when the Three Rivers Artist Guild formed, [EOT] asked if we'd be interested. I think we were there for a year when EOT shut down due to financial issues."

Lynda's sharing some of her 2007 snapshots of artists setting up the gallery. See if you recognize some of our current members in the photos! She's also included one showing Ingrid standing by our logo. "This is Ingrid when her logo was chosen as the Guild's [official] logo," Lynda explains.

Although history may not really repeat itself, it sometimes spirals in a similar orbit. Now, almost ten years later and in better economic times, EOT is one of our official pARTners in ART and serving as the site for our new Festival of the Arts!





WATERCOLOR WORKSHOP WITH BONNIE MOORE



My name is Bonnie Moore. I am a watercolor artist and one of the members in the Three Rivers Artist Guild. I will be teaching a watercolor workshop on March 26th from 10:00am to 3:00pm. It will be held in the loft of the Singer Hill Café located at 623 7th Street, Oregon City, OR.

I will be teaching on how to use a limited pallet to create a beautiful floral. We will incorporate some of the principles of design and composition. You will learn about applying different washes to create the “glow” that is so beautiful in watercolor painting. At the end of the class you will have a completed watercolor painting.

Size is limited to eight students. Workshop fee of \$35.00 is payable in advance. All fees due by March 15th. Make checks payable to Bonnie Moore, 20595 SE Borges Rd. Damascus, Oregon, 97089. Fees are non-refundable.

Supply list will be posted on my web site or you can contact me and I will e-mail it to you.

To sign up or if you have questions contact me by e-mail at; bonnie@mooreart4you.com or call 503-957-7713.

Check out my website; www.mooreart4you.com



“Magical Reflections” Acrylic Workshop with Melissa Gannon

Seeking to let go of realism and be more impressionistic in your work? Want to make a colorful statement that is unique to you? Want some ideas about painting rocks, water, light and reflection? Learn all that and more in this workshop! We will talk about brush loading, color application and composition! Bring one or more canvases or papers undercoated with bright orange, all of your acrylic paints, several sizes of flat brushes, paper towels and if using heavy bodied acrylics, acrylic glazing medium to thin the paint. Class will include a demo.

Saturday, February 27 • 10:00 A.M.—1:00 P.M.

At the Gladstone Senior Center

1050 Portland Avenue in Gladstone, OR

Questions: Call Melissa at 503-557-3963

Cost: \$55.00

To register call 503-557-3963.

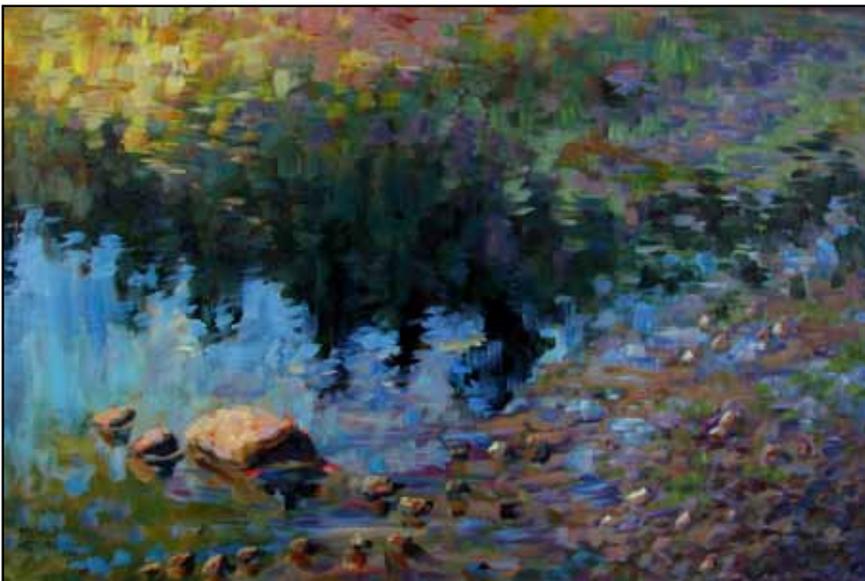
Or download registration form at:

www.melissagannon.com/workshops

See my work at:

www.melissagannon.com

Space is limited so register now!!!



Calls for Artists



Call to Artists - Oregon City Festival of the Arts

The Three Rivers Artist Guild is presenting an arts, culture and heritage event known as the Oregon City Festival of the Arts (OCFOTA) on August 13 and 14, 2016, to be held at the End of the Oregon Trail Interpretive & Visitor Information Center located at 1726 Washington Street, Oregon City, OR 97045. As artists and community leaders, our mission is to encourage and support all forms of art in Oregon City and Clackamas County. The goal of the event is to promote visual and performing artists, heritage community, tourism groups and local food and beverage vendors to create a unique community event. This event will be free to the public.

Your point of contact is Lynda at OCFOTA@threeriversartistguild.com - 503-313-0024

This is a juried art show open to residents of Oregon and Washington State. Non refundable \$10 jury fee application is due no later than March 15, 2016.

Jury results will be sent out 1st week of April, 2016.

Visit <http://www.threeriversartistguild.com/oregon-city-festival-of-the-arts/> to apply for show and remit \$10 non refundable jury fee.

If accepted into the art show, there is a \$100 exhibit fee which includes your booth space (10' x 10') and publicity for the Oregon City Festival of the Arts. (A \$35 fee will be charged for any check returned by the Artist's bank.)

HOURS OF OPERATION: 8-13-2016 - Saturday - 10-6
 8-14-2016 - Sunday - 10-6



67th Annual Salem Art Fair & Festival | July 15-17, 2016



APPLICATIONS NOW AVAILABLE

Visual Artist | Due February 12, 2016

Performing Artist | Due March 1, 2016

About:

The Salem Art Association is the proud organization behind the nationally ranked Salem Art Fair & Festival which is both our largest annual fundraiser and the largest festival of its kind in Oregon. Each year, the Art Fair attracts approximately 30,000 visitors from all over the nation and is committed to upholding the importance of fine arts and crafts by providing access to a range of artistic mediums appealing to both art appreciators and art collectors alike. With a variety of different activities and offerings, the Art Fair is an experience the whole family can enjoy. Over the course of three days, the Art Fair features:

Over 200 local, regional, national and international artists

Two entertainment stages

Two craft beer and wine gardens

Two food courts

A Kids' Court providing art activities for the whole family

For over 60 years, the Art Fair has grown to become nationally recognized and is celebrated as a significant part of Oregon's culture. Thank you for your continued support of the art fair and SAA's educational programs!

Sunriver Art Faire 2016



Location: Village at Sunriver
Sunriver, Oregon (West)

Phone: 541-598-7785

Show Dates: 8/12/16 - 8/14/16

Application Deadline: 3/11/16 Midnight PST

Fee (Application Fee - Non Refundable): \$25.00

Please join us for this year's SUNRIVER ART FAIRE in beautiful Sunriver, Oregon! We expect this event to once again be a stellar showcase of the best of the arts to an appreciative and buying audience.

The 7th annual juried Sunriver Art Faire will once again be held in the Village at Sunriver, Oregon. This 3-day event (limited to 73 booths) will showcase Artists displaying and selling their fine arts and fine crafts in an outdoor setting.

The Faire will include a variety of professional entertainers and a supervised children's art center. Sponsored by the SUNRIVER WOMEN'S CLUB (SRWC), all net proceeds from the event will help support deserving nonprofits in Central Oregon, thus our motto, "Artists with Heart." Since 2000, the non-profit SRWC has distributed over \$500,000 in cash and goods from our various fundraisers to agencies that support the arts, education, and vulnerable families.

Apply Online:

<https://www.zapplication.org/event-info.php?ID=4460>

Improve Your Sales Skills at Retail Fairs

May 6, 2015 by Art Business Institute

“May I help you?”

“No thanks, I’m just looking.”

That’s the drill, right? If this is your opening line when a shopper walks in to your booth, it’s time to change your strategy.

Many artists have little or no idea how to really interact with retail customers. Art school never taught these skills, and it’s not always intuitive. Many times, the artist gets tongue-tied at fairs and festivals, or ends up hiding behind a book instead.

Despite what you may have heard (or what you believe), art does not sell itself. Gallery owners and their staff know this well. They make it a priority to know how to talk with shoppers, and you can learn these skills as well.

To be a good salesperson of your art, you need to be able to speak about it. Your work is a visual presentation, and you deliver the spoken one. You must be able to sell your work, not just showing it. When a customer walks into your space, it is your opportunity to make a connection. When you use authentic and conversational language to engage and relate to them, you start that connection.

When someone buys your art, they are buying a piece of your creative spirit. This means that they need to understand what you do, and why it matters. Give them a bit of compelling information about your work or your technique to draw them in, but also give them space to see your work without crowding them or jumping in too aggressively.

Any question that shoppers ask is a great starting place to move forward with the sale. Even if you have more than one person in your booth, take that as an opportunity to speak about your work, drawing in others who are browsing.

For example, “This stoneware casserole has been fired to high temperatures in the kiln, which makes it ovenproof. You can cook a meal in the casserole and take it right to the table for a beautiful presentation. That makes it very convenient when you are giving a dinner party.”

This statement shares a **benefit to the customer** of owning your work – convenience and great table



presentation. Since customers care deeply how their purchases affect them, it’s important to stay focused on their needs. At the same time, understand and be able to convey the added value of your work. It’s handmade, it may consist of upcycled materials, or be locally made. It may have a whole set of tableware to match. It could be a fabulous wedding gift, and so on.

During the conversation with your customer, if at all possible, **place the item in their hand**. Touch increases the chance for a sale exponentially. Let them feel the weight, texture and quality of your work. Handing them the piece also conveys a sense of ownership. And if you are selling jewelry, clothing or accessories, encourage them to try on the item they are considering.

Meanwhile, respond to any questions in a positive and helpful way. There are no stupid questions, no matter how many times you have heard them. If a customer wants to know more, that is a green light for you to continue with the sale and could very well lead to your wrapping up their purchase.

When the sale is made, make sure that your package includes information about your work, and how to contact you in the future. And, get their information as well. Ask if you can stay in touch with them about new art you are creating, and put them on your **email marketing list**. Customers who have already bought from you are much easier to sell a second time.