



Volume 9

## November 2016 Newsletter

Issue 11

### ***Mark your calendars!***

The next TRAG General Members meeting will be on Monday, November 14th at 7PM at the Pioneer Community Center.

Members,

It's voting time. PLEASE join us for member appreciation at our November general meeting (the last meeting of 2016) and vote for the 2017 Board of Directors.

We need you present and appreciate all you do to make our Guild so incredible!!!

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Bonnie Moore  
Secretary  
[secretary@threeriversartistguild.com](mailto:secretary@threeriversartistguild.com)

Greetings, Members!

Mark your calendars for Monday, November 14th. TRAG is holding the November general meeting at the Pioneer Center at 7 p.m.

November is our member appreciation meeting so please bring a light snack to share. It is also our board election so come prepared to cast your ballots.

TRAG would not exist without our

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members. Your participation and efforts are what make us succeed.

Linda-Merry Gross  
President, Three Rivers Artist Guild

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## **TRAG MEETING MINUTES – General Membership**

10-10 -2016

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

Attendance: 36 members 2 guest/new members

Called to order @ 7:08 pm., by Linda Merry Goss, President

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

Treasurer's report given

Secretary's report given

Trieste has set up the next Artist Reception to be held on Sunday, November 13<sup>th</sup>, from 1-3 pm. She would also like to have an occasional special event in place of the artist reception. One of her suggestions would be to have a wine crawl with an artist or two located at each wine stop.

The general elections will be held at the Nov. 14<sup>th</sup> general meeting.

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There will be no General Meeting in December.

Several different artists shared their ideas about "How to prepare to participate in Art Shows and Festivals."

Meeting adjourned at 8:59 pm

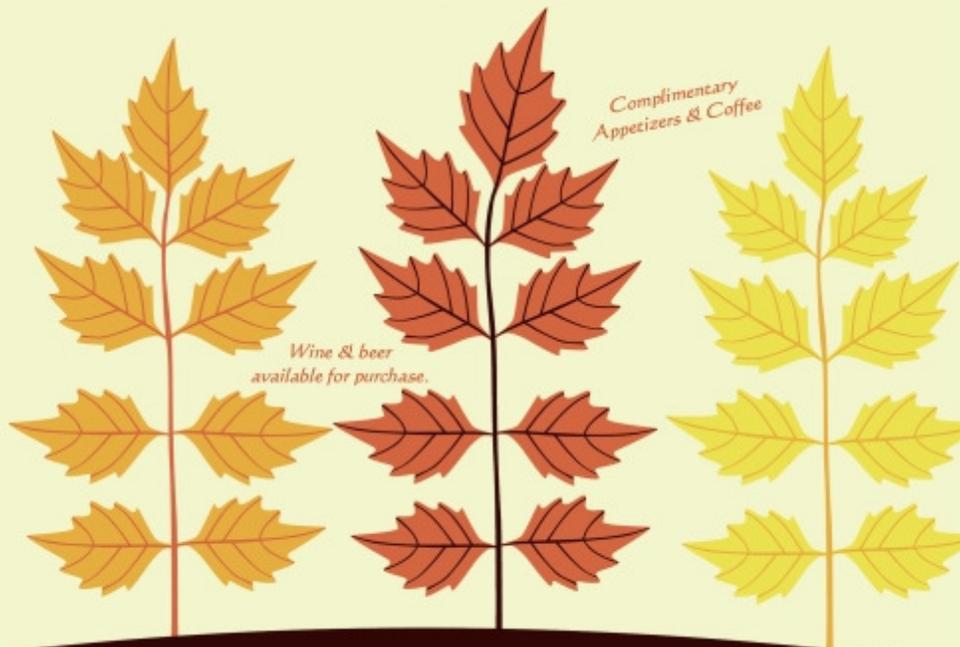
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Meet your local artists exhibiting at this Gallery!

# *Artists' Reception*

Sunday, November 13, 2016

1:00-3:00 p.m.



*Complimentary  
Appetizers & Coffee*

*Wine & beer  
available for purchase.*

**Three Rivers Gallery & Gifts**



613 7th Street • Oregon City  
(inside Singer Hill Cafe)

## **Cheri Bosserman Gains New Ground With Susan Schenk's "Power of Deliberate Intent"**

Cheri Bosserman was especially inspired by Susan's July presentation on the "Power of Deliberate Intent" at the Guild's general meeting. There, Susan explained the power in writing down and visualizing one's key goals. She split the meeting participants into pairs to practice

writing down and describing a single chosen goal to their partners. As her goal, Cheri shared her desire to gain some public acknowledgement in the artistic community for her work in metal clay, but wasn't sure how to proceed.

Activating her "power of intent," she saw an opportunity when she turned to the website of one of her favorite metal clay suppliers. The site, called "F.Y.I." for "For Your Inspiration," hosts a Facebook community which offers monthly challenges to participants. Winners receive awards and public recognition.

"I decided to give it a try," Cheri tells us. "September's challenge was combining color with metal clay, so I submitted an image of my silver metal clay necklace with a chrysocolla pendant and apatite bead accents." The necklace became part of her collection for the Open Studios show, drawing attention with its lovely blue-green stone framed in silver and echoed by silver and blue stone beads on its silver chain.



Happily, practicing the power of deliberate intent came through beautifully for Cheri! "The winners are determined by a 'people's choice' vote," she explained, and I came in with 2nd place! My necklace was also featured on the website's banner for a week." Winners are also

awarded generous amounts of F.Y.I. silver clay – 50 grams for the 1st place winner and 25 grams for the 2nd.

Cheri is convinced that she found this opportunity because of Susan's presentation. "This idea [of deliberate intent] really worked for me," she notes. Perhaps her new skill in harnessing the power of deliberate intent is the biggest prize of all! Learn more about the "power of intent" in Susan's August newsletter article on page 10.

Three  
Rivers  
Artist Guild



# HOLIDAY ART SHOW & SALE

**December 3-4, 2016**

Saturday 10 am - 5:30 pm

Sunday 11 am - 4 pm

Pioneer Community Center  
615 5th Street  
Oregon City, OR 97045  
(Entrance on John Adams Street)



Gift  
local Gift  
unique

**Local Art,  
Imaginative Gifts,  
Music & Refreshments**

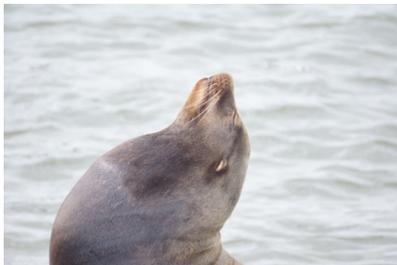


[www.threeriversartistguild.com](http://www.threeriversartistguild.com)

**Life's Beauty in Focus at the 221**

Photographer Joseph A. Long sums up the theme of the 221 Gallery's 4<sup>th</sup> quarter rotation in his gallery artist's statement. "Life is full of beauty," he writes, "so I enjoy capturing the things that are overlooked by most people and bringing [them] to life." Both he and fellow artist Susan Schenk reveal the beauty in the overlooked in their current offerings.

Joseph's photography ([www.josephalongphotography.com](http://www.josephalongphotography.com)) is clear and direct in its focus, but surprises us in its composition. In the Planning Division's conference room, he pairs



two close-up portraits like an unexpected dialogue. On



the left, we see the face of Ellis Island's Lady Liberty – all eyes under her crowning glory against a bright blue sky. On the right, we see the profile of a happy young seal, head

above water, looking upward as if in glee. Two portraits of joy align in unexpected ways! His still life "Pantry" gives us a shelf of bowls and cooking miscellany, couched in the darkened hues of the historic Dutch masters. Everyday objects take on a formal quality and a dignified air.

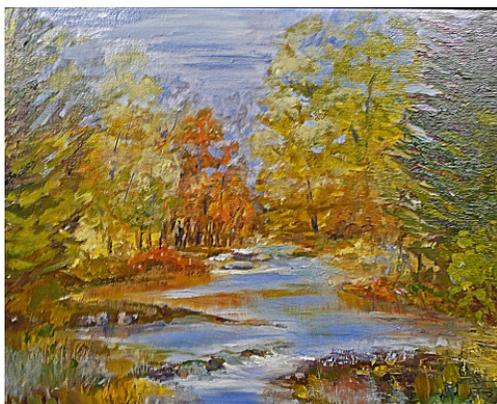
Susan always surprises us with her thoughtful collages (see [www.susanschenk.com](http://www.susanschenk.com)), but the real surprise this time is in her collection of seven oils, each portraying a different type of landscape. From estuaries to autumn scenes and private residences to stormy skies, she takes us on a tour of our natural world from a completely new perspective. The representational scenes become almost abstract in their rhythmic interpretation of sea, sky, grasses and leaves. Colors and shapes blend together in new ways, opening our



eyes to new perspectives.

Her careful framing adds to the unique effect. Three of the landscapes are in "shadowbox" frames, adding a 3-D feel to our naturescape views. "Gathering Storm" is tightly constricted by its severe black frame, while "Space" airs its pastel lavender and blue sky on a wrapped canvas, unfettered by any frame at all.

Don't miss the chance to see these new perspectives! No longer overlooked, new views of life's beauty are yours to see at the 221 Gallery.





# Artist of the Month

## Judy G. Haas Acrylics & Mixed Media

Judy's engaging and whimsical artwork reaches out to her viewers like an enthusiastic greeting. "Hello and welcome to my imaginary art world," her work beckons, opening the door to an enchanted land of fanciful flowers, intriguing figures and adorable animals. "I have loved art for as long as I can remember," she tells us. Self-taught, she studies the work of other artists and continually experiments with new techniques. Acrylics and mixed media are her favorite forms of expression, but she'll occasionally pull out the watercolors as well.



Art is Judy's constant companion. "As a child, I would draw for hours and that is still true today," she shares. "I can get lost in my artwork," she confides, "finding peace and contentment in a studio filled with works in progress." Her subjects share that peace and joy with us through composition and color. A parasol shading a vibrant green cow, a contemplative Geisha girl, blossoms bursting forth from their vase and a forest of confetti-colored leaves under a rainbow-hued sky all bring imagination to life. What a perfect way to bring warmth and joy to a cold, cloudy day!



Eager to spread smiles everywhere she goes, Judy's art comes in all shapes and sizes. From large ready-to-hang paintings to smaller prints and handy greeting cards, there's a size and price point for everyone. See more of her work at [www.judyghaasart.com](http://www.judyghaasart.com), [www.facebook.com/myArt/jghaas](https://www.facebook.com/myArt/jghaas), and at Portland area shows and galleries. You can also reach her directly at [judyghaas@gmail.com](mailto:judyghaas@gmail.com).

## Art Festival Tips

From Art Business Institute article: [Art Festival Tips: Making the Sale](#)

Your presence as the artist at a fair or festival is important, and what you do has a direct effect on sales. Keep these tips in mind for maximum engagement and increased sales.



**Be accessible.** It's amazing how many times exhibitors are simply not in their booths during festival hours. At times this may be unavoidable, but often artists have a level of discomfort and stress that finds them socializing elsewhere, or they subconsciously [avoid dealing with the public](#). It can be stressful to work a show, promoting your art or handmade work and trying to close sales – no doubt about that. But you cannot sell anything if you aren't physically

present to do so. If you've shied away from this before or feel anxiety about exhibiting, resolve to just be in your booth as much as possible, and get a comfort level with that first.

**Engage with customers.** You're in your booth, prepared for the show – but are you speaking with customers, or hanging back, hoping that your work will sell itself? The truth is that your personality, [your story](#) and the connection you make with customers is a major part of each sale. Collectors want to know about you as the artist. People love to buy things, and they enjoy an exciting buying experience. This is where you can really shine.

The story you tell, the technique you explain, and the benefits you share, will be memorable to those who are interested in what you make. They will in turn share that information when showing others what they have purchased from you.

Even if it's hard at first, take steps to improve your skills with customers. Make eye contact, speak about your work – and listen to them. Why are they at the festival? What do they enjoy about your art? What type of purchase are they considering? Are they interested in custom work? Would they like you to contact them after the show? The more you learn about your booth visitors, the more you can provide outstanding customer service, and the more opportunities you have to close the sale.

**Place the item in their hands.** This is a powerful nonverbal way to help your customer begin to feel a sense of ownership of the item they are considering. Touch is a vital key to making sales. Encourage them to feel the weight, texture, and quality of what you make, or to try on a wearable item, with a mirror at hand so they can appreciate how your work looks – and how it makes them feel.

**Be inclusive.** Shoppers often attend festivals with friends and family. When you answer questions and speak with the shopper, be sure to include their companions, using eye contact and a smile to keep them in the loop, too. Have you ever noticed that many times the friend who is present also makes a purchase? Don't overlook this possibility – they might become an additional customer for you, or even be the one holding the credit card.

Companions also may have a huge influence on the shopper's decision to buy, which is why acknowledging them and including them in your conversation is a good idea. When you show respect and acknowledge them, they know they are seen and heard – not ignored. Their positive response will help when they are asked their opinion about whether your customer should buy.

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**Know your selling points, and understand objections.** Do you know the reasons why people don't buy your work? Sure you do. It's too expensive, the wrong color, too heavy, or whatever. Listen to shoppers to hear their concerns so that you can understand why sales aren't made, and then deal with those objections either [before they happen](#) or through [overcoming them](#) during the sales process.

**Why should people buy your work?** You should know the reasons why, and be able to speak about them fluidly. Although you won't just rattle off a list, be able to engage in meaningful conversation with shoppers who are considering a purchase, to alleviate their concerns and build confidence in buying from you. Helping people to make the right buying decision is actually a customer service that you can provide. Do your best to make recommendations that will help your customer buy a piece of your work that is right for them.

**Get their contact information.** People make a purchase when they are ready. Do they have a need for what you are selling? Can they afford it at this time? Do they have all the information they need to make the buying decision?

The festival where you meet prospective customers is often just a starting point. They see your work, and they like it. You share your story and they get to know you. But they aren't ready to buy just yet. Getting their names and contact info is essential, because it allows you to stay in touch and keep your work in front of them on an ongoing basis. Then, when the time comes that they are ready for the purchase, they will know you and trust you – and will be more likely to purchase from you.

Don't let your next fair or festival become a "single opportunity" to make sales. Use a guest book or collect their email address, or get their contact info electronically, or exchange business cards. Put them [on your list](#) and stay in touch. This one activity will result in making sales after the show, closing repeat sales, and gaining referrals to new prospective customers.

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## **“Rhythms” Watercolor Workshop**

Seeking to make a more passionate statement? Want to render nature more impressionistically? Want to learn more about colors and what makes them sing? Become more comfortable utilizing multi-colored washes?

Learn all this and more in this workshop! Experiment with different color combinations and textures. Wait for the wash to dry somewhat and lift tree shapes. Try on hot press, cold press and differently textured paper. Use salt and ox gall liquid for texturing. Bring all of your watercolor supplies plus ox gall liquid. Bring extra paper. Plan to create multiple paintings. Reference ideas will be provided or feel free to bring your own.

**Saturday, November 19 • 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](http://www.melissagannon.com/workshops)

See my work at: [www.melissagannon.com](http://www.melissagannon.com).

***Space is limited so register now!!!***



**Cherilyn SunRidge had a one woman show installed in the Chadron State College Galaxy Series, Memorial Hall Main Gallery.**

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My fine art hangs in Nebraska!



Seen on this wall are: ["Kestrel Dancer."](#) ["Deer Tracks Beckon."](#) ["Am I Comanche Enough To Lift The Soil On My Shoulders."](#) and way yonder ["Crow Mother Clacks Virgas."](#)

Each of these pieces is 30"x30"x1.5," Acrylic on Gallery-wrapped Cotton Canvas.

I did not imagine the space would be other than sleek white walls. I love the walls with fiber and the lighting.

## Open Studios of Beavercreek Brightens Gray Autumn Days

Open Studios of Beavercreek's vibrant arts brightened October's rainy gray weekend October 7<sup>th</sup>-9<sup>th</sup>, delighting guests undeterred by the soggy weather. "We don't mind the rain," quipped one. "When you live here, you get used to it." Guild members shared their work in 9 of the 11 studios, representing about half of the showing artists. Each studio offered new art or new surprises.

In Studios #2 and #3, just doors apart, Guild members Ha Austin and Mitzi Kugler took part for the first time. Ha had learned about Open Studios of Beavercreek from host Susan Patterson at August's Oregon City Festival of the Arts. "This is the first time I've been able to have [electric] lights in an outdoor show," Ha said happily. Across the Patterson's path, Christina Fowler-Thias shared her artisan jewelry, backed by a new banner with her logo "Jewelry Art to Embellish Your Life." The wonderful designs brought special comfort to a customer with relatives fleeing from Hurricane Matthew.





At Studio #3, Mitzi's fused glass landscapes, bowls, trays and night lights looked especially lovely against the soft white backdrops of her canopy's natural light. "I had come to Open Studios of Beaver Creek 3 or 4 times with friends," she explained, "and Holly encouraged me to apply."



Studio Host Holly Kroening brought a new dimension to the show by featuring the art of her granddaughter, Bailey. "She just turned 4 last week,"

Holly explained, "and she won the Townsend Award at Aurora Colony Days for her painting, 'Dragon's Hard Breath.'" More of Bailey's works framed a nearby sign reading "Every Child is an Artist."



Outside, Jenny Ellsworth's "Fairy Forge" garden art delighted both the young and young at heart with fanciful designs. She showed smartphone images of the metal/fused glass garden sculptures she helped create for the historic Ainsworth House. "I was interviewed by the newspaper," she said excitedly as she shared images of the lanky stalk-and-pod forms.



Just a short drive down the road, Marilyn Woods opened the door to her home at Studio #4. Greeting guests in a stunning silk scarf, she explained that this year's offerings included her abstract images on silk and polyester scarves plus pillows and totes. "I send in the image and they send back the products," she



explained of the manufacturer. “They’ve sold really well. I wish I’d ordered more.” Following her artistic path from pottery, with its complex glazing formulas, to her abstract paintings and now her imaged wearables, one can’t help but be impressed. Each expression is a new stepping stone on the artistic journey!

Driving on past Redland, Carol Bresky and Cheri Bosserman set up at Carol’s home as Studio #5. Carol’s bright fused glass included Halloween coasters and charming tree ornaments for the holidays. “It’s lovely to look at colorful glass on a gray day,” she reflected as she sipped her lunch of hot lentil soup. Cheri’s metal clay jewelry sparkled in her cozy canopy outside. “Carol and I are almost next-door neighbors, speaking country-wise,” she noted. “We live just 1 ½ miles apart.” Cheri was delighted with the coverage her colorful chrysocola and apatite necklace had received on a supplier’s website. (See companion article in this issue.)



At Studio #6 on Moore Rd., Open Studios of Beaver Creek Board member and organizer Bunny Lewis seemed content with the turnout.

“It’s been nice and steady,” she noted, “and it’s been nice to see everyone again.” Member Bonnie Moore showed her watercolors both on the front porch and in a new space indoors. Her colorful images “popped” with a fresh new presentation on metal. Husband Doug displayed his metal sculptures on the porch and lawn, metal horse silhouettes galloping as he talked about his new lighthouses. “The indoor ones are lit with tea lights and the outdoor ones have solar panels to power their lights,” he explained.



Down the road, Jude Welter opened up her backyard Studio #7 along with daughter and stained glass artist Becky Buchanan. Guests were in a flower mood as they passed by her garden of blooming dahlias and harvest vegetables on their way to her studio door. Jude has moved from abstracts to painting more florals again. “Summer brings the flowers so I just have to paint them,” she shared, pointing to



her popular red poppy designs. Nearby, a seasonal array of tiles sported painted impressions of fall leaves. “These are great for making good use of bits of paints,” the frugal artist explained. Daughter Becky pointed out the new stained glass rendering of Multnomah Falls by the studio’s front door. “We’re moving into landscape designs of Portland landmarks like Multnomah Falls and Mt. Hood,” she explained. The striking design echoed the strong features of the Arts and Crafts movement – timeless and enticing.



Not far away, Studio #8 Host and Open Studios of Beaver Creek Board member Connie Veenker greeted guests as member Sue Thomas pointed out her newer works. “I just finished a workshop with Scot Canary at Sitka on the coast,” she explained, drawing near her still lifes of eggplant, bok choy and shallots. One of her guests was tickled by a humorous painting of a farm animal wearing an old-time hat, while another enjoyed the light-hearted greeting cards of bonsai trees decked out for the holidays. Sue also shared her new greeting cards – line drawings with small packages of colored pencils included. “People watched me do my line drawings before I added the finishing watercolors and asked if they could do the color themselves,” she explained.



On Milligan Road’s Studio #10, Rhondi Myra shared both formal wildlife photography and personal baby photos of her newest family members with eager customers. “We just got back from three months in Canada where Jerry’s family has a homestead,” she explained. “It was really hectic getting set up for the show in time.”



One would never guess at the rush when viewing the photographs, perfectly suited to their country barn studio gallery. Cougars, elk, western ranch scenes and fascinating rock formations peeked out from all corners, along with samples of Jerry’s custom framing.

Studio #11 brought a surprising leap into the world of high-tech as Host Ben Dye demonstrated work on his new 3-D printer. Designed to create small-scale models of his large metal sculptures, the printer worked a single blue filament into a continuous layer-by-layer rendering of the finished sculpture. Guests were transfixed. “He’s the wizard,” admired member Tom Bliquez as he moved back to his own display of rustic wood items. New track lighting added sparkle to his designs, many now featuring stamped and corrugated metal sheeting. “The new Oregon boards are especially popular,” he explained, pointing to the state-shaped boards with various themed embellishments. “They meet many gifting needs. We’ve done Washington ones for the recycled show in Vancouver and sell California ones on Etsy.”





Member Carol Ellison stood by next to her snow painting, “Ghost Cougar.” “He’s coming out of the mist, sneaking up on something,” she noted. The subtle tones contrasted sharply with her jewelry table, stunning with its warm, red tablecloth. “I’ve heard red increases the appetite,” she added.

Open Studios of Beaverceek is sure to brighten your weekend and increase your appetite for local art! Organizer Connie Veenker is already looking ahead to the next show. “We polled our artists and they want to continue having shows twice a year,” she explained. Mark your calendars for June, 2017 and count on seeing something new next summer!



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