



Volume 9

December 2016 Newsletter

Issue 12

There is no member meeting in December!

The next TRAG General Members meeting will be on Monday, January 9th at 7PM at the Pioneer Community Center.

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Greetings, Members!

Thank you for another wonderful year at TRAG! We have accomplished a lot and continue to grow and improve. And we could not have done it without you, our members. Looking forward to a great 2017!

As a reminder there is no member meeting in December. The next meeting is Monday, January 9th at the Pioneer Center at 7 p.m.

Linda-Merry Gross
President, Three Rivers Artist Guild

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Membership dues for 2017 are due by the end of this year.

\$ 30 for one member,
\$ 40 for two members living in same household.
\$ 10 for members under 21.

Drop dues at gallery inside Singer Hill Café.
Bring to January general meeting. (NO December general meeting - Happy Holidays)
Mail to: TRAG, PO Box 2648, Oregon City, OR 97045.

January 30, 2017 is last date to receive dues. Effective February 1, 2017, those not renewing membership will be removed from the newsletter, eblast and gallery calls for artists.

Keep Three Rivers Artist Guild active and thriving in our community. Renew if you haven't already done so.

[ArtsySharkFeed](#)

[3 Art Portfolio Mistakes to Avoid](#)

Posted: 29 Nov 2016 04:00 AM PST

by Carolyn Edlund

These true case studies share some of the pitfalls artists experience when preparing a portfolio presentation.



ARE YOU MAKING THESE PORTFOLIO MISTAKES?

Too Broad

An artist was choosing work from his portfolio to share. He wanted to show the breadth of his work, which included painting and photography. Since he planned to use between 8-10 images, he put together a collection that showed his full range of abilities.

However, in doing so, he ended up with a presentation that was disjointed. In his studio practice, he had created several series that were cohesive. But in his haste to show everything that he could do, he ignored those similar works, and put together a disparate group of images that gave the impression he was going in too many directions at once.

It can be challenging to select work for a portfolio presentation that will make maximum impact and be memorable. Consistency is incredibly important. Rather than select a wide variety of pieces, thoughtfully construct a presentation of pieces that relate to each other and show your signature style. The goal should be to make it clear that the work is by the same artist, and to present a collection that is more compelling than the sum of its parts.

Too Similar

Another artist worked in a very specific painting style. Her textural abstract work was perfect for corporate environments, and she worked in series that used subtle color palettes. However, when she chose a grouping for a presentation, her images were so similar that they seemed to run together. Her grouping was actually too cohesive. Although there were some differences between her canvases, it was like playing one note, over and over.

Her solution to this “sameness” was to choose paintings from another series she had created, which was still in her painterly style but used a different color palette. These bright spots of color provided pop to her presentation, and brought her portfolio alive.

Too Crowded

A third artist, also an abstract painter, displayed her artwork on her art website but was unhappy

with her online presentation. Her Home page showed a large grouping of her artwork, but each image was small, and the images were tightly grouped together. It was easy to miss the subtleties in her minimalist style, because the presentation was far too crowded.

What she had failed to do was to highlight each of her paintings as a special piece by giving it visual breathing room.

The artist made changes to her website to display her work in a larger size. She used detail shots and also [in situ photos](#) to share the impact that each piece of her art had on a room. This brought out the best features of her portfolio, and gave the impression of greater value to her art.

Museum of the Oregon Territory (MOOT) Joins pARTners in ART Program



Three Guild artists are currently showing in the Museum of the Oregon Territory's gift shop! Ha Austin's ceramics, Connie McDowell's unique collaged journals, and Linda Spillum's eclectic greeting cards are all on display, along with other artists' work and books on historical topics.





Affectionately called “MOOT” by its enthusiasts, the museum features displays spanning all aspects of Oregon’s history. It’s a natural fit for artists, especially those eager to sell art with a local or historic flair.

Ha’s offerings include ceramic wine charms shaped like the State of Oregon, Linda’s cards include a nighttime view of Oregon City’s iconic municipal elevator, and Connie’s journals are bound by repurposed vintage book covers.

“Corinne Rupp, MOOT’s program coordinator, came into our gallery and was really pleased with what she saw,” Ha explained during a recent gallery visit. Working both with the artists and Linda Merry, she signed up for our Partners in Art Program and moved forward to involve our members.

The Museum of the Oregon Territory is located at 211 Tumwater Drive in Oregon City, and is open Wednesday through Saturday from 10:30 to 4:30 PM. Feel free to contact Corinne at (503) 655-5574 or Programs@ClackamasHistory.org if you’d like to learn more.



Gallery’s November-December Rotation Notes Season’s Changes

Five new Guild members bring their unique perspectives to the Gallery’s last rotation of 2016. Each uses a different medium to bring us memories of summer, the celebration of fall, or a joyous look at holiday festivities.



Lynn Washabaugh’s bold acrylic abstracts (see www.raelynnpaintings.com) take us back to the summer season, when flowers burst



with blooms and waterside activities beckon. With titles like “Pretty P” (for purple florals), “Come Sail Away” for a seaworthy theme, and “Something Fishy” for a fun interpretation of colorful fish, we’re carried back to warmer days and vacation adventures.

T.J. Kirkpatrick’s encaustics also focus on nature and fish-inspired themes, but in a very different way. His encaustics make use of the textured quality of beeswax and varied pigments to evoke complex compositions and ethereal, almost abstract landscapes. “Ecola Sunrise” captures the hazy tones of daytime’s edges, while the triptych “Trout Skin” gives us three close-up interpretations of the colorful, scale-driven designs. You can reach TJK Encaustics at tbkirpatrick@msn.com.



Photographer Debbie Orlean embraces fall colors whole-heartedly with her lifelike compositions. Greeting cards dazzle with close-ups of colorful leaves and framed originals bring us close to lush pinot noir grapes and spreading Japanese maples. “I can hardly drive anywhere in the fall with all of the gorgeous trees and not pull over when I see a magnificent scene,” she writes. “It’s

exciting when the season’s change creates the incredible lights outside so I can capture the beauty.” See more of Debbie’s acclaimed work at www.123rf.com/profile_alfiepurple.

Gary Blumanthal takes a world-wide perspective with his fine local and exotic-sourced woodwork. His Gallery offerings feature decorative cutting boards – useful for Thanksgiving preparations and perfect for holiday gifts! Each celebrates his diverse source woods with complex geometric inlay patterns. “I use no wood stains,” he explains, “letting the natural wood . . . display its own beauty. My desire is to create pieces that



are not only pleasing to the eye but can be of practical use as well.”

Gary writes that all woodworking proceeds go towards his volunteer mission travel in the remote village of Nkungi, Tanzania, where he works on construction and renovation projects for the local hospital and schools. You can reach him at garyswoodcreations@gmail.com.



Emily Wickham

(www.facebook.com/miluceramics) takes us fully into the holiday season with her functional and sculptural ceramics. Her “Father Christmas” sculptures stand comfortably in their long red ceramic robes, greeting Gallery guests with the warmth of the season. Nearby, her footed candy/nut dishes and servers feature decorative polar bears and snowmen, along with other popular

themes. They offer the perfect setting for your holiday baked goods or favorite ornaments!

When you drop by the Gallery, don't forget to take in the many holiday ornaments hanging from our trees! Our members' works in miniature show how many media can be used for the holidays – from glass, ceramic and painted wood to jewelry-like beaded chain! Art makes the holidays sparkle – especially at the Gallery's last 2016 rotation!

Gallery Reception Draws Eager Guests



November 13th's Gallery reception drew an eager crowd, ready to go as soon as our doors opened. “I remember when we used to start at 1PM and wait for people to come,” shared Reception Coordinator Trieste Andrews. “This time, I was just finishing



animated conversation.

setting up at 1PM and a whole group of people arrived, coming in at 1:05.” Just fifteen minutes later, the Gallery aisles were overflowing with guests and artists in

A tasty spread of fruit, cheese, colorful wraps and luscious cookies plus Stumptown Coffee’s organic “Holler Mountain” brew tempted all eyes and appetites, while fall-colored florals by the food and the sales counter heralded the event’s autumn theme. Trieste had arranged the sales floral herself, using gold-toned roses, sienna-brushed chrysanthemums and burgundy-edged seasonal greens.



Lynne Collum managed the sales counter for a steady stream of buyers, some standing in line to make their purchases. Bill Waterman’s large-scale sea scene stood by, purchased and ready for pick-up, while an eager customer bought Bob Fuquay’s burl-bottomed wooden bowl and another held TJ Kirkpatrick’s encaustic print.

Several of the new members and showing artists (see Gallery Rotation article) were on hand for the gathering. “It’s hard to tell which are the customers and which are the artists,” noted Emily Wickham. “One of the artists bought my [ceramic] dragon.”



“Art makes people happy,” reflected Lynn Washabaugh as she surveyed the enthusiastic group and walls overflowing with art. “I came by [Singer Hill Café] a year ago and noticed the Gallery then. The whole gallery idea is a great plan. Finally, I joined the Guild and now I’m showing here.”



connected to the Guild.

Although she's moving back to the coast next year, family ties in the area will keep her

TJ Kirkpatrick pointed to his encaustic originals, mounted in natural wood frames. "I make the frames myself," he explained. "Half of my studio is for art and the other half is my wood shop. I have a miter and joinery tools for making each frame."

Veteran members and friends of the Guild also came by. "This is my first reception," Lynda Orzen noted. "I was here for a Holiday Show meeting at 12:30." Ingrid Aubry chatted with Denyse McGriff, who co-sponsors the annual Art on the Lawn event at Rose Farm with us. Cheri Bosserman checked on her jewelry display as she chatted with customers, and Jeannie Hemming shared cell phone images of her recently-commissioned work. The room buzzed with enthusiasm.



Trieste is already excited about next year's activities. "We'll have receptions every other month, in the first month of each rotation," she explained. "They'll all be on Sundays from 1PM to 3PM. We've found that this works best for people. They're done with their weekend work and it doesn't keep them out too late. We're also thinking of other events, too – maybe a wine and beer crawl with two artists at each location, definitely

another Art Jam, and possibly a sketching event with live models."

It's not too early to sketch out 2017's reception months on your new year's calendar! Our receptions are a wonderful way to gather together and celebrate our art!

Artist of the Month

Anita Shuler Sterling Silver & Gemstone Jewelry

I grew up spending a lot of time in the outdoors," Anita tells us. Through hiking and camping, she acquired a love of nature, and through her early artistic influences, she began to express that passion through her artwork. "Creating art with my hands gives me the pleasure of creating something tangible," she explains.



At first, that tangible expression took the form of clay, but as the years passed, Anita turned to the small-scale expression that jewelry allows. Her "wearable art" focuses on sterling silver and precious gemstones, both drawn from the earth she loves.

Anita enjoys "the endless variety of techniques and possibilities in the metal arts," she explains. "Every day holds the promise of a new discovery." Her elegant works explore curve and line, shimmer and sheen, from a new perspective.



"I hope these discoveries are as enjoyable to others as they are to me," Anita adds. Let Anita's unique creations bring the love of nature and a passion for art to your daily wear! Explore more of her jewelry art at www.etsy.com/AnitaShulerJewelry and reach her personally at anitashulderdelong@gmail.com.

[Build Your Art Business Locally](#)

Posted: 28 Nov 2016 04:00 AM PST

The easiest place to sell your work might be right near your home. Use these tips to meet local business people, contacts and collectors.



Reach out to local businesses directly. Banks, coffee shops, libraries and theaters are places where art can be displayed. Make a point to meet business owners and speak with them about showing your art. When you get some interest, consider suggesting an informal “opening” and send out invitations. That will bring potential customers through their doors for both of you.

Have an open studio. Bring local shoppers right to your own studio door by participating in an [open studio](#) or art walk event. This helps you build a collector base that you can get to know in person – which is a very powerful thing. Gather email addresses and mailing

addresses to grow your list and keep invitations going out to these interested parties for future sales.

Join an art community. Not only does an art council, group or salon provide resources and assistance, you can make some very good friends at this type of event. You can also learn about local exhibition opportunities, fairs and festivals, or a co-op gallery that will help sell your work.

Join a business networking group. These popular groups are where business people meet each other for the purpose of furthering their own businesses, as well as giving referrals to others. Do you want to meet local interior designers who are looking for artists like you? Or perhaps a realtor who may be able to bring you in on a home staging project with your art? This is a great way to come to know all types of people who have their own networks of contacts. Some of them might know others are a perfect match for your creative business. You should be willing to “pay it forward” and recommend resources and give referrals as well, which is the essence of [networking](#).

Get some local press. Writers and reporters always need material for stories, and artists are interesting people! Put together great photos of your work, and a compelling story for their readers. You can reach out to press members through email, or [check these tips](#) to get noticed. Once you get exposure through a local or regional magazine or newspaper, stay in touch with the reporter. If they know you as an expert who has fascinating things to say, they will likely use you again in their writing.



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