

# dupageartleague

## NEWSLETTER

NOT-FOR-PROFIT SCHOOL & GALLERY • 218 W FRONT STREET • WHEATON IL 60187

### DPAL Board

2008-2009

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Pres. Emeritus	<i>Kay Wahlgren</i>

### DPAL Newsletter

Newsletter Editor: Valerie Lorimer  
e-mail: vlorimer@yahoo.com

Newsletter articles and pieces are due to Valerie by the 15th of the month. Typed pieces are preferred via e-mail, on disk, faxed or put in the Newsletter drawer at the league. Please put submissions on **full** pieces of paper so they don't get lost! Thanks.

## President's Letter

Dear Members,

We're trying to keep moving forward with changes at the league. The small classroom was painted over the holiday break. Because the response was so positive, we will paint the large classroom the same color hopefully at the spring break. We're also trying to keep the winter winds at bay by weather proofing windows and doors and are looking for ways to cut energy costs. This has been an incredible spell of frigid weather for the Midwest.

Flooring is on our minds which is why a committee of board members is researching possibilities for new flooring in the main galleries and hallway. We have set aside the donations from the Vivian Chevillon estate to cover the cost. People who knew Vivian feel she would have approved of this decision. Jan Dunteman, Carol Kincaid, Kay Wahlgren and I are starting to gather information. We want to be sure our final choice serves us for many years.

Other exciting news comes as a result of the collaboration of two of our members. Kimberly Thompson has written and Chris Easey has illustrated a children's book titled *Toulouse on the Loose* which has a Thanksgiving theme. Marilyn Dwyer, along with John Cather, got Chris and Kimberly together and a partnership was formed. The book will be published April 1 of this year, and we'll have a book signing in the fall. Kimberley's website is [LittlePigeonBooks.com](http://LittlePigeonBooks.com).



*Kimberly Thompson and Chris Easey*

## Upcoming Calendar

Feb. 4-5	Pickup for <i>The Heat Is On!</i>
Feb. 4-5	Dropoff for <i>Paint Wheaton</i>
Mar. 4-5	Pickup for <i>Pain Wheaton</i>
Mar. 4-5	Dropoff for <i>Down the Road, The Path, The Lane</i>

Another website you might want to check out is [allianceofflineart.org](http://allianceofflineart.org) for the latest information on the schedule of events for the AFA. Marilyn Peretti is our contact from the league. There will be an AFA workshop on Saturday, February 21 in Glen Ellyn. Contact Lizzy Popp at 815.341.1145 for information.

Our winter classes are off to a good start. If you can't make the A session, don't forget to check out what's offered later in the season and come into the league to see the Paint Wheaton exhibit.

*"The art of a people is the true mirror to their minds."*

– Jawaharlal Nehru

See you in class,

*Tanya Berley*

## January Award Winners... "The Heat is On"

### Best of Show

Sarah Ettinger, "Inferno," Acrylic

### Special Merit Awards

Joe Eddy Brown, "Radio Nights," Found-Object Sculpture

Robert Koch, "Sorenson Farm," Oil

Kerry Leibowitz, "The Z," Photo

### Merit Awards

Pam Allnutt, "All is Revealed, Glowing Red," Oil

Carole Berg, "Burnt Offerings," Collage

Larry Cimaglio, "Santa Anna Winds," Glass

Jan Dunteman, "Into the Woods," Pastel

Carol Gorman, "Exhuberant Fall," Oil

Ray Hassler, "Perched in Florida Heat," Watercolor

Joan Kalmanek, "Give Me Suns, Lots of Suns," Photo

Dee Leppin, "Sunrise Silhouette," Pastel

Suzanne Massion, "Red Hot Scarlet Oaks," Oil

Marguerite Paris, "Wild Thing," Oil

Teiko Sasaki, "A Tunnel of Autumn Blaze," Oil

Lyn Tietz, "Dead River Falls," Oil



*Sarah Ettinger, "Inferno"*

### Judge

Connie Devondorf, Naperville. BFA Philadelphia College of Art. Certificate of Botanical Illustration, Nature Artists' Guild of Morton Arboretum. Nature artist, fabric designer, faux finish artist. Member, past president, teacher and featured artist of Nature Artists' Guild of Morton Arboretum. Studying Mural Painting with Acrylics

## People's Resource Center Winter Art Classes

People's Resource Center offers free art classes – donations are gratefully appreciated. Classes are ongoing and people can join at anytime!

- Women's Wisdom Art
- Writing
- Pottery
- Knitting
- Family Art
- Sewing
- Art for Everyone

For more information, or to register for classes, call Lesley Gena at 630.682.5402.

## Collector's Corner

Yvonne Thompson • 630.966.9616

Oh, I am *SO* fed up with the snow! I'm sure I'm not the only one – and our customers must feel the same way. Please consider bringing in some new items for Collectors' Corner that reflect the coming Spring season to attempt and lift our spirits!

Remember, leave your artwork in the drop off area in the back of Collectors Corner, with a completed and signed sign in sheet. **Do not** display items yourself.

Portfolio Artwork..... Pink Sign-in Sheet  
Framed Wall Art..... Yellow Sign-in Sheet  
Cards..... Cream Sign-in Sheet  
Jewelry and Freestanding Art..... Green Sign-in Sheet

Also check to see if there is any of your old pieces that need to be taken home. They will be in the Collectors' Corner pick up area.

## Elves Spotted!

Yvonne Thompson • 630.966.9616

On December 29, 2008, a team of hard working elves were spotted working behind closed doors at the DuPage Art League. They graciously battled through mountains of boxes and packing material, inventory lists and artwork as Yuletide Treasures was packed up for another year. With such a wonderful "A Team" all pulling together, everything was packed away in record time. It was obvious to all why this task is so important for the smooth closing down of the show. My sincere thanks go out to all the elves, who looked remarkably like Tanya Berley, Larry Cimaglio, Jan Dunteman, Jacque France, Jean Galbavy, Vicki Hollingsworth, Carol Kincaid, Lela Luetger, Berny Malovany, Suzanne Massion, Theresa Ratterman, Maureen Undine and Zaki. Although it was an intense busy time, there were more than a few chuckles and several requests of "Sign me up for next year!"

Most of that artwork has been collected, but if you haven't collected yours, please make it a priority. If there is one thing we don't have at the Art League, it is **space!** Left over stock is in the "Collectors' Corner Pick Up Area." Also, if you think there is a Yuletide Treasures item that you have not been paid for, please call me now. There are still checks being raised for items sold in that show, but I still need to check into these before too much time passes. I will make every effort to check for any missing items.

The good news is, we had a wonderful, profitable show. Even though Yuletide Treasures started a week later this year, we still managed to take just over \$10,000...quite a feat considering the economy at the moment. Many thanks to the members who made affordable, fun gifts and ornaments which were truly appreciated by our customers. These were reflected in the multiple sales accredited to Sue Dix, Vicki Hollingsworth, Bill Lyon, Lela Luetger, Gai Moode, Tammy Proctor, Nancy Tait, and Kay Wahlgren. Many of these members were close to selling their entire inventory! The highest single item sold was a Vivian Chevillion painting for \$200. Congratulations to new member Brook Hoskins, who made the second highest sale of \$100. But, these were the exceptions. Most of our sales were under \$20.

**Please note...**Next year we will not be accepting any item that has been in two or more Yuletide Treasures shows, unless it has been a high volume selling item. Our customers return every year, and we want to show them new and exciting gifts to buy.

## Dick Shipley Featured in Gallery II

Dick Shipley, NWS, TWSA, and WSI will be showing some of his award winning watercolors in Gallery II during the month of February. He is planning to show several Giclee prints along with the originals to help dramatize the close visual comparison that can be achieved. This brings the cost of a large framed watercolor down to a manageable price.

Dick is developing a style that combines an impressionistic foundation as a base with a realistic over painting. This approach makes each painting a visual journey into the unexpected. The results can be quite exciting!

Dick teaches at the DuPage Art League and at Carillon Lales.

## Board Notes

- The board is looking into ways to cut our costs for gas and electricity. We will start with an energy evaluation done by Nicor.
- In comparing income from last year and this year's Yuletide Treasures Show we are down a little – probably because of the economy. The hottest selling items were the \$2.50 ornaments. Artists exhibiting in the show did volunteer to work at the league. Thanks to all who worked and helped to make Yuletide Treasures Show a success.
- Five scholarships were given out this class session.
- There is an error in the Activity book for drop off dates in August and September 2009. Drop-off days for Gallery I shows are always on Wednesday and Thursday. Please change the days in your book to the correct dates.
- Kay Wahlgren has volunteered to be in charge of the front window displays.
- Zaki Knappen asked to have a book signing as a separate event at the DPAL. The board agreed to rent him space.
- All members should have received their membership book for 2008-2009.
- A volunteer is needed to be a site contact for the rotating exhibits at the Whole Food Store in Wheaton. Contact Sarah Ettinger at 630.717.9487 if you are interested.
- Everyone should log onto the DPAL's website. If you haven't done so recently, you will be surprised at all the information that is on the website. Check it out!
- The newly painted floor in the small classroom was done over the holiday break by Tanya Berley. It's a lovely warm sandy color. Thanks Tanya.

## Exhibitions, Awards & Accomplishments

- **Dee Leppin** received the Theme Award for her pastel painting, *Rocky Coast*, in the La Grange Art League's January show "Ebb & Flow."

## FYI

Berny Malovany, VP Office Mgt.

**Reminder...** For all members who volunteer their time helping at the front desk, please remember to put the yellow copy of membership dues payment receipt in the "membership" drawer in the back room. Membership payments are not to be on the same receipt as a purchase or class enrollment. This procedure guarantees that new members are recorded and all show as being "active." All receipt procedures for sales and classes are reviewed in the handy black manual that John Cather has put together; it is available at the desk. Beautiful job, John! When there is a lull at the desk, review the manual from time to time to refresh your desk skills.

There are also updates and DPAL "news" items in the same drawer with the cash box at the desk. This takes the place of all the little notes posted at the desk. Please check this info when you start your desk duty time for important changes and news. If you need to add information that you want to share with fellow members, just put a note in the update file. Any member can check the file for current information. What we're trying to do is keep the desk area neat but still inform all our members of important happenings or changes.

Thanks so much to all front desk volunteers who worked the desk during the Yuletide Treasures season. You did a marvelous job, and it'll show up in the final sales report. We did quite well considering the economy. Also, Jan Dunteman and Yvonne Thompson deserve special thank yous for arranging the Yuletide Treasures schedule along with John Cather and Carol Kincaid, our trainer.

## "Music at the Mansion" Fund-raiser

Elmhurst Choral Union presents "Music at the Mansion," a gala fund-raiser on Saturday, February 21 from 7 to 10:30 p.m. in the recently restored Wilder Mansion (211 Prospect, Elmhurst). Auction and silent auction offerings include original artwork by noted local artists from the Elmhurst Art Guild, as well as a Lake Michigan cruise, flying lessons, and tickets to local events and eateries.

Entertainment features vocal selections by the group and live dance music by the Elmhurst College Jazz Band. Refreshments highlight wine, beer, tea, and chocolate tastings and appetizers.

Tickets for the event are \$55 and are available at the ECU website, [www.elmhurstchoralunion.org](http://www.elmhurstchoralunion.org), or at the door. All proceeds go to producing the group's concerts.

For more information, call 630.758.1100.

## Monday Night Program features Elyse Kennard-Leavy

The Monday Night Program on February 16, 2009, features Elyse Kennard-Leavy presenting Graphic Design. Elyse received a Bachelor of Science Degree in Graphic Design from Bradley University and has received additional degrees in her field from IIT, American Academy of Art, Northwestern University and College of DuPage.

As Creative Director for Elyse Kennard & Associates in Glen Ellyn, her responsibilities encompass all aspects of art design which include conceptualization and theme development, development of corporate identification programs, preparation of roughs, computer generated layouts and comprehensives, art direction of illustrators and photographers, copy editing and proofreading. Her client list is extensive.

Elyse has more than 24 years as a creative designer with experience in both creative and business aspects of advertising and editorial art. She states: "My success can be attributed to my acute ability to originate and develop concepts to create exciting and effective visual imagery in a variety of mediums for the enhancement of printed materials and website design."

Elyse's presentation gives us a better understanding of the complicated, but fascinating world of graphic design. Come for refreshments from 7 to 7:30 pm, and for the program from 7:30 to 9 pm.

## Check `em out...

*Check out these cool sites!*

- [www.anothergirlatplay.com](http://www.anothergirlatplay.com)
- [www.sabrinawardharrison.com](http://www.sabrinawardharrison.com)
- [www.americanwomenartists.org](http://www.americanwomenartists.org)
- [www.wetcanvas.com](http://www.wetcanvas.com)
- [www.creativityforlife.com](http://www.creativityforlife.com)



## 5 Free Art Marketing Ideas for Artists: How to Stand Out From the Crowd

*Marketing your art doesn't have to be extremely difficult.*

For example, a few days ago I found an artist who was giving away some of his paintings at [freedailyart.blogspot.com](http://freedailyart.blogspot.com). His explanation for this odd behavior was simple: that he was a relatively new artist trying to build awareness of his paintings.

Naturally, he doesn't give away all of his artwork. Interspersed among the free paintings are others (usually larger ones) which cost something. But that "marketing hook" of giving away a free painting to anyone willing to pay shipping and handling stuck out in my mind—and that's what good marketing is all about.

So, today I thought I'd talk about some ways that you can stand out from the crowd. I'm not talking about changing your art or changing yourself, I'm just talking about thinking a bit more like a marketing agent or an advertiser so that **your** art gets noticed and—more importantly—so that **you** get remembered. Here are some of the ideas I came up (most will work both offline or online).

### 1. Educate the art buyer

The first art marketing idea I came up with is based on my own experiences online. If you can offer information or knowledge that other people want, they'll keep coming back to your website. Obviously the people you want to attract are art buyers—so the question is, what do art buyers need to know?

Perhaps they need information on taking care of their artwork... how to safely clean their paintings, for example. Better yet, write out a tutorial on how to frame art (or the best places to get artwork framed). You could also offer advice on collecting art, or on matching art to a specific décor or style. Even something as simple as making a list of the top 100 places to buy art online would work. Once they're visiting your site, they just might buy something of yours—and yes, for this idea it does help to have an art blog of your own.

### 2. Make the art buying experience fun and unique

The second art marketing idea I had was to take the whole idea of "free art" and expand on it. Free art is a novelty in and of itself, but what if you want a little more interaction with your potential art buyers? How do you get them to email you their contact information so you can pursue the sale at a later date?

For example, why not turn it into a game? Try advertising your art as "free to a good home." When people ask about it, which they will, tell them that the rules of the game are

simple—they just need to prove themselves by answering one art-related question.

Or come up with another way to interact...hold a weekly drawing and give away one of your paintings to the person whose name you pull out of a hat. If you announce the winner every week to your email subscribers, people will sign up for your free mailing list just to see if they've won. The art you give away doesn't have to be large or expensive, and just being unique in how you present yourself will bring about a lot more opportunities to sell your art.

### 3. Either narrow your focus or broaden your horizons

Another popular way to stand out as an artist is to either "limit" your art or "expand" your art. "Limiting" your art would be to focus in on a very, very niche subject or style. It's not a new idea, but the goal is to become known as the artist for your niche.

On the opposite end of the spectrum, I've come across a few artists who have started projects like [OneMillionDrawings.com](http://OneMillionDrawings.com)—there are no limits...which they hope will capture the public's imagination and interest.

### 4. Offer a no-questions-asked guarantee

Something that **all** artists should do is offer a guarantee. Art isn't a hard sell (like dodgy herbal supplements, for example) so your guarantee doesn't have to claim something outrageous to get people to buy. Just make sure they know that if they change their mind about their purchase they can return the artwork for a full refund (less the cost of shipping and handling). That guarantee will be enough to convince people who are on the fence about buying, and yet the cost of shipping and handling is usually enough to stop frivolous returns.

### 5. Give back through your art

You can also do some good while selling your art by donating ten, twenty, or even fifty percent of all your profits to a charity you feel strongly about. Or just announce a charity drive once or twice per year. Either way it gives people the opportunity to become involved in a good cause, and it's also good PR for you.

If it feels strange to be making money while donating to charity, then give 100% of the profit during your charity drives—and of course, make sure all the money you've promised actually gets to the organization you've chosen.

These are just five ideas for how you can stand out from the crowd—I'm sure there are many more, but I'll leave those up to you to find. Why not start out by simply jotting down ideas as they come to you, and then make a goal to put something in motion by the end of the week? Think about it—how can you differentiate yourself from other artists?

*Source: [www.emptyeasel.com](http://www.emptyeasel.com) – Author Dan*

## Visit our Web site:

www.dupageartleague.org  
This newsletter, archives and class  
schedules are downloadable in  
PDF file format at this site.

## Newsletter email:

vlorimer@yahoo.com

## Monthly Meetings

Our monthly meetings are on the  
**third Monday of each month**  
**(from September through**  
**April). Social hour is 7 p.m.**  
**and programs start at**  
**7:30 p.m.** Mark your calendars  
and come!

## Attention Members...

Vicki Hollingsworth, VP Membership Services

By now you should have received the new 2008-2009 Member Roster. If you have not received one, it should be because of two reasons...

1. You signed up for the current year after we went to print in mid-December.
2. You slipped through the cracks!

If your reason was the former, we will begin with next month's newsletter (March 2009) to list new members in the monthly newsletters so that you may add them to the new roster. If you "slipped through the cracks," and you know you joined the league before mid-December, we apologize and I ask that you please contact me and let me know.

We have so many wonderful volunteers and though we all try so hard to keep everything running smoothly, sometimes some details really do slip through the cracks! We would like to add all the new names to the next newsletter and perhaps even print them in a "clip-out" format so they can easily be added to the roster. Please watch for these updates in future newsletters!

Thanks for becoming a part of the DuPage Art League. It is such a special place and to think it's ours - enjoy!

February 2009  
Newsletter

dupageartleague

SCHOOL & GALLERY

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