



# The Sketch Pad

Newburyport Art Association's Member Newsletter • www.newburyportart.org • October/November/December 2007

## NAA Volunteer Opportunities

It was mentioned in the last SketchPad that the NAA needs Volunteers. We still do!

### NAA Volunteer Opportunities:

**Gift Shop:** Team work overseeing inventory management and displays.

**Docents:** Visitor services. Knowledge of art, NAA and our artists.

**Receiving & Pick-up:** Team work handling paperwork and moving artwork.

**Jurying & Installations:** Team work handling paperwork and moving artwork.

**Receptions:** Team work setting up, preparing food and cleaning up.

**Events (Auction):** Team work with many tasks.

**ArtLink Assistants:** Working with staff and local schools to coordinate program elements.

**OpArt Instructors:** Team work instructing special needs artists.

**Wing's Program Coordinator:** Working with staff, venues and artists to manage off-site gallery operations.

**SketchPad:** Helping staff with content writing and editing.

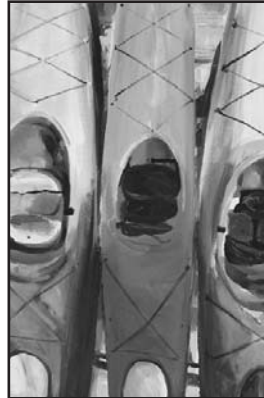
The NAA depends upon members like you to help keep your art association vibrant, healthy and growing. If you are able to give a couple hours of your time during the year it would be greatly appreciated.

**Becoming a NAA Volunteer is easy.** All it takes is a phone call to 978.465.8769, or visit to the gallery to find out how and when you can help. The NAA's staff and board look forward to working with you!

## Pigment of the Imagination

October 19th -  
November 11th  
*All Media*

This is the NAA's 3rd annual open show that celebrates the Halloween Season. Remember "The World of Make Believe" and "Abracadabra!" Once again we are asking artist members to submit a piece that is whimsical, colorful or conjures up an image of fantasy. Please bring your friends and family to the opening costume reception where there will be a costume contest.



Primary Kavals by Jeanette Dunnigan

### Receiving:

Mon., October 15, 11am - 7pm

### Reception:

Sat., October 20th, 7 - 9 pm

### Pick up Work:

Sun., November 11, 1 - 5 pm &

### 1 Entry/\$10

Artwork must be for sale  
Maximum size: 40"W x 60"H (includes Frame) see Call for Entries for framing Requirements

### Free activities for all ages:

**"Creating Phoenix for Muggles"** Sat.,  
October 27th, 2 - 4pm  
with NAA instructor, Ellen Rittgers.  
Materials will be provided.

**Pumpkin Carving:** Sun., October 28th,  
1-3pm (Pumpkins & carving tools provided)

## Sleigh & Gifts

### Holiday Show

November 16 to December 27

*All Media*

**Reception:** Fri., December 7, 7-9pm

### Pick-up work:

Thurs., December 27th, 11am - 5pm &

Fri., December 28, 11am - 5pm

### Two Dimensional Receiving:

Mon., November 12th, 11am - 7pm

2 framed entries- \$10/Entry

Maximum size: 18"x 24"

(Framing requirements apply)

### Three Dimensional & Fine Crafts

#### Receiving:

Tues., November 13th, 11am - 4pm

**Pre-registration for 3-D work is required**

as there are space limitations, Call for

Entry will include application

Fee: \$25 for a space approximately

equal to a 4' x 2' table.

The NAA will provide craft tables and display all artwork.

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NAA Gallery Hours: Monday - Saturday, 11-5 pm and Sunday, 1-5 pm

# Calendar of Events October - December 2007

NAA's Hours: Monday - Saturday 11 am - 5 pm, Sundays 1 - 5 pm

## Featured Artist Series

**October 4 to October 10**

Virginia Hallman

Media: Digital Photography

Reception: Friday, October 5, 7-9pm

**October 11 to October 17**

Jan Roy & Susan Keller

Media: Oil, Acrylic, & Pastel

Reception: Friday, October 12, 7-9pm

**October 18 to October 24**

Marjet Lesk & Debra Corbett

Media: Oil & Watercolor

Reception: Friday, October 19, 7-9pm

**October 25 to October 31**

Karen Jones

Media: Pastels

Reception: Friday, August 3, 7-9pm

**November 1 to November 10**

Madeleine Hopkins & Sharon Price

Media: Acrylic

Reception: Friday, October 26, 7-9pm

## Informal Critique Sessions

Need some constructive criticism before you finish that painting? Come to an informal critique among friends. New members are welcome. This is a great way to meet other artists. Critique sessions meet on Monday's at 9 am

**October 22nd**

**November 19th**

**December 3rd**

## Art Walk

**Last Art Walk for 2007...**

Saturday, October 20th, 3 - 7 pm

## Member Shows

**Pigment of the Imagination**

October 19 to November 11

All Media

Receiving: Mon., October 15, 11am - 7pm

Installation: Tues., October 16, 10am - 4pm

Reception: Sat., October 20, 7 - 9 pm

Pick up Work:

Sun., November 11, 1 - 5 pm

**Sleigh of Gifts Holiday Show**

November 16 to December 27

All Media

2-D Receiving: Mon., Nov., 12, 11am - 7pm

3-D Receiving: Tues., Nov., 13, 11am - 4pm

Reception: Fri., December 7, 7 - 9 pm

Pick up Work:

Thurs., December 27, 11 - 5 pm and

Fri., December 28, 11am - 5 pm

## Powow River Poets

Laura Coombs Hills Gallery

Contact: Michael Cantor,

mcantor@prodigy.net

Meetings begin at 7:30 pm

**October 17th,**

**November 28th**

## NAA's "Wings Exhibitions"

**October's Wings**

**Exhibition-**

**Michele Jata,**

**October 5th -**

**November 1st**

**Reception: Oct. 12th**

**5-7 pm**

Chase & Lunt

Insurance

State Street,

Newburyport, MA



## Interest Groups

**Figure Drawing**

Wednesdays: 7 - 9:30 pm

No Instructor

Drop in: \$6 members/\$8 non

**Photography Interest Group**

2nd Monday of the Month,

7 - 9 pm

Contact: Jay McCarthy, 978-499-9009

**Printmaking Group**

3rd Tuesday of the month, email for times to stranc@ssstranc@comcast.net

Contact: Barbara Kedesdy 978-462-1893

**Abstract & Experimental Group**

2nd Tuesday of the month, 7 - 9 pm

Contact: NAA, 978-465-8769

## 2008 NAA Membership Renewal Mailing

Come November you will have received your 2008 Membership Renewal Form.

Please take a moment to fill out and return this form at your earliest convenience, and before our 2008 Winter Juried 3-Part Show.

## 2008 NAA Annual Awards Banquet

If you missed last year's Annual Awards Banquet, you missed a great meal with your fellow NAA Artists.

Please mark your calendar for our 2008 banquet on January 15th. Reception starts at 7 pm.

We encourage members to call the NAA office @ 978.465.8769 to RSVP, and to find out what side dishes and/or desert you can bring. We hope to see you here!

# Winter Education Preview:

Returning Student Registration will be held on **Monday, December 3rd**  
Open Registration for all students will be held on **Tuesday, December 4th**

**Block Print Swap Workshop**  
with Susan Jaworski-Stranc

**Drawing From Scratch**  
with Alan Bull

**Oil Painting**  
with J.C. Airoldi

**Teen Art Exploration**  
with Sharon Price

**Foundation Sculpture/Creative Clay  
For Adults**  
with Marilyn Coon

**Botanical Painting All Media**  
with Beverly Mitchell

**Art History Workshop Series,**  
**Part I: 1870 - 1900 &**  
**Part II: 1900 - 1990**  
with Lully Schwartz & Carol Reynolds

**Children's Drawing & Painting**  
with Beverly Mitchell

and Many More! Course Schedule to be  
released in November.



Susan Jaworski-Stranc

## Kudos!

**Christian Anderson's** photograph was awarded "Best of Show" from the Rowley Historical Society's Photography competition, first displayed on June 2nd. This follows three blue ribbon awards awarded in March from the Professional Photographers of Massachusetts competition, in Plymouth.

**Marilyn Coon's** bronze sculpture "Spooked" won the "Elliot Liskin Memorial Award for realistic sculpture" in New York at the Audubon Show at the Salamagundi Club.



**Ruth Curtis** received a blue ribbon at the Danvers Art Association Spring show for the photo of the Rebecca Nurse Homestead.

**Donna O'Neil's** "Gloucester buoys," a colorful photograph of two weathered buoys hanging from an ivy covered fence, was chosen as the cover art for the 2007-08 North of Boston regional map. The map is produced by the North of Boston Convention and Visitor Bureau as a marketing tool to promote regional tourism. Other Donna O'Neil Photography images have been published in regional marketing materials for the North of Boston CVB and for Massachusetts Office of Travel and Tourism marketing pieces.

**Janet Macleod** has been accepted into the "27th Annual Faber Birren National Color Award Show"

**Nella Lush** and her husband **Steve** of No. Andover, MA. were both recently juried in to the North Shore Arts Association (Gloucester) as Artist Members (Steve is also a member of the NAA). Nella was recently accepted by the prestigious on-line art gallery "PicassoMio" as a contributing artist and sold her 30 X 40 oil, "Waiting", to a buyer from Pennsylvania thru PicassoMio's Madrid, Spain office. Nella was also recently juried into the Cambridge Art Association as an Artist Member and has an oil at their current Fall Salon Exhibit (new artist members only) at the University Place Gallery in Harvard Square, Cambridge. Nella also has a 30 X 40 oil, "Opus" at the NAWA Exhibit (National Association of Women Artists) Fall Exhibit at the Monroe Center for the Arts, Hoboken, NJ. This oil won the Molly M. Canaday Memorial Award for "Works on Canvas".



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## Meet Kim Litle New NAA Board Member

We first met Kim when she was out for a walk with one of her young boys in a stroller, and had stopped to look into the Sargent Gallery. Some quick volunteer babysitting by the staff allowed Kim the opportunity to view the show and purchase a couple pieces of art for her home. After this visit, we started to see more of Kim as she would stop in to view shows, purchase art and attend the art auction with her husband, Tom. The rest, you could say, is history.

When Kim mentioned she would like to get more involved with the NAA, little did we know that, in addition to being the mother of two young boys, she is a graduate of the Rhode Island School of Design, a professional designer in the garment industry, a past Vice President of the Newburyport Mothers Club, an active fundraiser for the Newburyport YWCA, and an accomplished artist working in photography and stained glass.

Thanks to her patron development vision, event hosting knowledge, and fundraising experience the NAA had the pleasure this year of hosting our first Newburyport Mothers Club social, as well as our first patron reception at the annual art auction.

As a new director on our board, Kim is actively involved on the Events Committee, Reception Committee and Friends of the NAA Committee, in addition to providing insights into the art education needs of young families living in the greater Newburyport area.

It is with great pleasure that we have this opportunity to introduce you to Kim Litle, one of our newest Board members! We look forward to working with Kim as we continue to grow our organization and become more involved in supporting art education for our local youth.

## Around the Gallery

### The Members Fall Juried Show I & II

Part I of the Fall Juried Show included: Fine Crafts, Mixed Media, Photography Printmaking, & Sculpture. 154 wall and pedestal works were selected from 222 entries from 126 NAA artists. We sold thirteen pieces for a total of \$3,189.00. This included a \$900 mixed media piece that was on display in our new gallery space upstairs! One photograph that was sold is going to Beijing.



Patrons at the 2007 "Artful Feast" Auction. Below, Warren Sargent peruses the Figure Drawing show at the NAA.



Part II of the Fall Juried Show included: Acrylics, Drawings, Oils, Pastels, and Watercolors. 120 wall works were selected from 272 entries from 120 NAA artists. The juror, Jane Young attended the reception and spoke to many of our artists. Also in attendance was Trey Byrnes of Inverness Financial Group, who sponsored the show and brought several clients.

**Featured Artist Shows** Sales have been strong in the Laura Coombs Hills Gallery. Congratulations to the Featured Artists who have worked hard to promote and market their exhibits.



Pieces from the Members' Fall Juried Show II.



New Staff Associate, Linda Dahlberg, writing up another sale in the gallery.

### 2007 Annual Appeal Underway

By now you have received and opened our Annual Appeal packet. If you have already sent in a gift, we thank you! If you have not, please consider giving what you can.

Our goal this year is to raise \$30,000, and we are looking to all who understand the importance of sustaining and growing the visual arts in our community to help us reach it.

All monies raised go directly towards supporting your art association's operations, exhibitions and two important art education outreach programs - ArtLink and OpArt. Remember, if you are unable to give a donation, please consider donating your time as a volunteer. Thank you!

## In the Gallery...Red Dots

**"How do I price my work?"** Beginners and established artists may sometimes question the value of their artwork. Rather than confidently write down a price they sometimes ask for help in coming up with a number. It's easy to ask others for pricing suggestions but it should be a personal decision made by the artist. While there is no special formula for pricing one's art, I've learned that there are several questions you can ask yourself to make this process a little easier.

**Do you want to sell your art?** Situations can make us all a little more or less desperate to sell our artwork; maybe you are a novice and just starting to show and sell your work. Or, perhaps an established artist is starting an experimental series. If you are not ready to show your work of art, then chances are you are not ready to sell it. On the other hand, you may need the money. Maybe you are not entirely dependent on the art income, but a lower price, may make a sale and provide that new easel you have been eyeing. Think about your motives and consider why you are making art in the first place.

**What is the market ?** Pricing work on the high end of the market warrants careful consideration. If you have sold in a particular venue before, you know the competition and what other artworks will be viewed beside yours. If you are showing in a new city, or a new gallery, you need to look around and see what the other artists are asking for their art. Look at similar works, (be honest about your skill level), same media, approximate size and type of frame. A viewer no matter how emotionally attached is still a consumer. They will compare.

**What percentage of the sale does the Gallery take?** Presently, the NAA takes only 1/3 of the sale of a work of art. Commercial galleries generally take a larger percentage, sometimes up to 50%. This needs to be part of the equation when pricing your art. Be consistent. Patrons will come to recognize your art and follow your market pricing.

**How personally successful is the piece?** Are artists stunned by your accomplished work of art and buyers flocking to purchase the piece? Is this your definitive art work from a lifetime of painting? A higher price tag should be considered. Some artworks are spontaneous in process and complete in what was imagined in the artist's mind, they are a masterpiece for what was envisioned and what was accomplished. Is this a one of a kind original piece or will there be multiple prints?

**How much time, materials, and overhead were spent creating the work of art?** Your time is money. Why shouldn't you consider the fact that you spent so many hours, days, months on a particular piece. The materials should be reflected in the asking price. A larger painting has more canvas, more applied paint and requires more linear feet of molding for the frame, but a smaller piece might have been stretched with Belgian linen and you might have chosen a gold leaf frame. Include these expenses into your price. Don't forget to factor in the cost of studio rental and utilities should they apply as well.

**Is this a solo art exhibit?** If you are doing a solo show it is a good idea to offer a range of works with various prices. Your \$200 buyer today, may be your \$4,000 patron in the future. Enable a buyer to become a collector.

While sales may a satisfying acknowledgement of appreciation for each artist, the value in any work of art is measured in the cultural legacy of the piece itself.

Carol Reynolds,  
NAA Gallery Director

## Executive Director Notes



### How Fortunate We Are...

Most regional associations are run by a small staff and/or just volunteers. The NAA is very fortunate to not only have a part-time staff, but one that is made up of individuals - some that are artists - who care deeply about the well being of our association and its members.

I realize you have already met Carol Reynolds, Gallery Director, Lully Schwartz, Education Director, Joan Merrill, Business Manager, Amy Conly, Marketing Coordinator, and new Gallery Associates, Linda Dahlberg and Ashley Shorb. Although you may know them, I feel it is important to understand and recognize all that they do, 7 days a week, 50 weeks a year.

Carol - schedules, organizes, hangs and manages 3 open, 1 regional juried, 2 multi part juried, 30+ Featured Artist, and numerous Interest Group shows each year, oversees the daily operations of our three galleries, coordinates volunteers, makes sure all mailings and email blasts go out on time, services member requests, represents the NAA for the Gallery Walk, manages Interns, plus handles patron inquiries, sales and much, much more.

Lully - develops curriculums for all classes and workshops, manages instructors, prepares the education marketing and promotion materials, oversees student enrollment, coordinates the ArtLink Program with local art teachers, guidance counselors and students, manages our extensive database, handles member and patron inquiries, sales and more.

Joan - manages the daily accounting, which includes gallery and gift shop sales, show entry fees, membership dues, Annual Appeal gifts, auction sales, donations, gallery rentals, etc., and then pays commissions, instructors and all other bills, in addition to handling vendor relations and member inquiries.

Amy - designs, lays-out and manages the printing for Call for Entries, Show Postcards & Posters, education marketing materials, the SketchPad, Auction, Membership and Annual Appeal mailings, plus any other NAA marketing materials.

Linda and Ashley handle sales, member and patron inquiries, membership and education sign-ups, as well as chip in to help with administrative and office chores.

Keep in mind this work is done between the hours of 11 a.m. to 5 p.m., Monday through Friday, with the exception of week-end hours. Unless of course there is an show installation, reception, class, workshop or event to manage.

When you get a chance, please take a minute to thank Carol, Lully, Joan, Amy, Linda and Ashley, for all that they do to keep your art association vibrant, healthy and growing.

Yes, we are oh, so fortunate...

Dean A. Wills  
Executive Director

P.S. They love volunteers!

rewarding | n'wɔrd nɔ |  
 adjective  
 providing satisfaction; gratifying.  
*teaching can be hugely rewarding.*

OpArt is looking for instructors who can spend as little as one hour a week assisting our artists produce the best art possible. If you are an artist that's looking for volunteer work that is small on commitment but big in reward, please call today.



For more information please contact Monica Welsh at 978.463.3392 or email her at [mondenwelsh1@nnae.com](mailto:mondenwelsh1@nnae.com)

## Sam Sargent Circle Bequest Program

The Sam Sargent Circle is a "bequest program" designed to give those who wish to make the NAA a beneficiary in their will or estate plan, or want to make a planned gift over-time the opportunity to support the NAA as they so desire.

The goal for the Sam Sargent Circle Program is to establish an endowment fund that will ensure the NAA's continued growth and leadership in our community for many years to come.

If you are interested in participating in, or getting more information about this program, please contact Dean Wills, at 978.465.1669, or via email at [dwills@newburyportart.org](mailto:dwills@newburyportart.org).

## Gift Shop News

The gift shop will be taking submissions for review the week of October 1st -9th and November 1st - 6th, during gallery hours. Artists may submit 3 to 5 pieces with descriptions and proposed prices. Small, affordable items are requested and items priced under \$200 are preferable. There is a need for three dimensional fine crafts such as pottery, glass, baskets, wood, metal works, textiles and functional art.

## DID YOU KNOW...

NAA Founder, Sam Sargent's relatives came to visit Newburyport in July. Sam's brothers, Warren, from Toronto, Canada and Robert, from Glenwood, Maryland stopped in with Robert's daughter, Louanne. They were impressed with how NAA has grown.



Warren & Robert Sargent

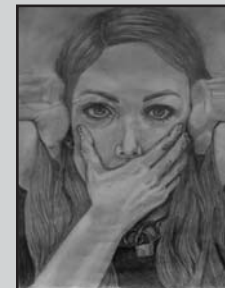


Warren, Louanne & Robert Sargent

The Newburyport 10 Plein Air Painters were recently on a painting trip to Charlotte, VT, and were interviewed and photographed by two local newspapers. The Burlington Free Press published a series of photos of the group working on location.

## New NAA Intern

Deanna Petrucci is the NAA Newburyport High School Intern this semester. She is a senior this year at NHS and will be helping out here 8-12 hours a week as a gallery assistant. She was born and raised in Canada for 13 years before moving to the United States. She currently resides in Newburyport. She is interested in literature, as well as, foreign languages, particularly French. Her favorite medium is graphite, shown above, but she enjoys experimenting in watercolor and photography. Her works tend to be surreal. The human form is her preferred subject matter. In the future she hopes to study art in Europe, and would like to take up a career in film production. Please welcome her to the Art Association.



Self Portrait- Graphite  
 by Deanna Petrucci

## The Sketch Pad

The Sketch Pad is the newsletter of The Newburyport Art Association, Inc. 65 Water Street Newburyport, MA www.newburyportart.org Tel. (978) 465-8769 Email: naa@newburyportart.org

### NAA Board of Directors

#### Officers

President: Monica Welsh  
Vice President: Susan Hebenstreit  
Treasurer: Jeff Patulak  
Secretary: Skip Motes

#### Directors

Bob Currier Kim Litle  
Mindy Moore Al Moskowitz  
Suzanne Poitras Helen Powell  
Nancy Powers Bob Pyle  
John Raleigh Chris Sheehan  
Susan Spellman Harry Taplin

### NAA Staff Members

Executive Director: Dean Wills  
dwills@newburyportart.org  
Gallery Director: Carol Reynolds  
creynolds@newburyportart.org  
Business Manager: Joan Merrill  
jmerrill@newburyportart.org  
Graphic Arts: Amy Conly  
aconly@newburyportart.org  
Education Director: Lully Schwartz  
lschwartz@newburyportart.org  
Gallery Associate: Linda Dahlberg

**Board Meetings** – are held the second Tuesday of every month at 7 p.m., unless otherwise announced.

#### **Submissions to the Sketch Pad –**

Email to: naa@newburyportart.org.  
Deadline for submissions is the 15th of the month, for the following month's issue.

**NAA Mission Statement** – The NAA is a community of artists devoted to supporting, encouraging and motivating all artists. Our mission is to provide: Education in the visual arts for both children and adults, in-house and outreach programs to enhance awareness and appreciation of the Arts, promotion of artists through exhibition and media exposure, financial security for our historical association and a building which serves as a place for local artists to promote their art in a community setting.

## "New Works from Old Places" a NAA show with Historic New England

### NAA Artists Featured in Historic New England Show

NAA members have been very busy the past few months visiting seventeenth century sites throughout Essex County to create works inspired by these historic properties. The results of their visits will be on display at Historic New England's "New Works from Old Places" - Fine Art Show and Sale on October 6th and 7th at the Spencer-Peirce-Little Farm in Newbury, MA.

Participating NAA members are: Bob Gertz, Jacob Towle, Dan Shaw, Joanna Hammond, Anne Recchia, Marjet Lesk, Margery Jennings, Dale Partiss Greene, Susan Luca, Ellen Sklar Abbott, Dawn Norris, Dannielle Genovese, Robert Pyle, Eva Timothy, Susan Spellman, Susan Jaworski-Stranc, Carol Groezinger, Robin Thornhill, Cynthia M. Stern, Sandra Marucci Weisenhoff, Heather Karp, Daneille McCarthy, Barbara Burns, Charlette Huebner, Susan Hebenstreit, Christine Molitor Johnson and Jacqueline Cunningham.

A preview reception for Historic New England & NAA members will be held on Saturday, October 6, 12:00 - 2:00 p.m. If you want to attend, registration for this reception is required and you will need to RVSP to either Membership@HistoricNewEngland.org or 617-227-3957, ext. 264. A portion of all art sales will benefit Historic New England and the Newburyport Art Association. This event also celebrates the last Seventeenth Century Saturday, a summer-long Art Escapes presented with North of Boston Convention and Visitors Bureau and Essex National Heritage Commission. We hope to see you there!

## NAA Business Partners

**Corporate Gold Circle** (gifts of \$25,000+)  
The Mary Alice Arakelian Foundation  
The H. Patterson Hale, Jr. Charitable Foundation

**Corporate Silver Circle** (gifts of \$10,000+)  
Newburyport Area Industrial Development Foundation. (NAID)  
Newburyport Community Preservation Act  
Newburyport Five Cents Savings Bank

**Corporate Bronze Circle** (gifts of \$5,000+)  
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## Sketch Pad Advertising

For a 2.35" x 3.65" camera ready ad, for one issue (3 months), the rate is \$75. Electronic files are accepted. Please send \$75 payment by check or credit card to the NAA office. The Sketch Pad is published quarterly and mailed to members and patrons.

## NAA Outstanding Volunteer:



Mary Mogan Pacheco is a volunteer member of the Gift Shop Committee and made herself available

during the busy summer season to review, log and display items for the Gift Shop. The Gift Shop requires continual maintenance and she helped us make sure that the art and fine crafts were properly presented. Most recently, She shared her ideas for improvements and promotion for the Gift Shop that we hope to execute soon.

Mary is a avid photographer since childhood. Over the years she has developed an interest in landscapes and seascapes, taking full advantage of the natural beauty of the North Shore. Mary offers her work in the traditional matted and framed format, a process of hand texturing the photograph, and assortment of photo card sets. She also works in watercolor. She is co-chair of the Topsfield Fair Art Department, and committee member for the Olde Ipswich Days Art and Craft Fair. Originally from Concord, MA, Mary and her husband have lived in Ipswich since 1965; they have two adult sons.

**Thank you for volunteering Mary!**



Newburyport Art Association, Inc.  
 65 Water Street  
 Newburyport, MA 01950  
[www.newburyportart.org](http://www.newburyportart.org)

*NAA is a non-profit organization.*

Dated Material – October 2007

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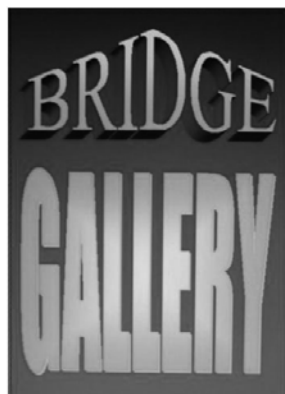
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