

Poulsbo Artist League Newsletter

Poulsbo Artist League
P.O. Box 764
Poulsbo, WA 98370

<http://poulsboartist.com>



August 2013

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Quote of the Month

"I could paint for a hundred years, a thousand years without stopping and I would still feel as though I knew nothing. "
~ Paul Cezanne

2011-2013 Officers:

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PAL Regular Meetings

(12:30—3:30 PM)
TBA
Poulsbo, WA 98370

Vice-President's Message:

Dear Friends at PAL.

As you may know our President, Mike, has stepped down because of his medical condition. So as Vice President, I have assumed his duties. Please continue to hold both Mike and Diane up in your prayers and thoughts. I will continue to keep everyone updated as I find out Mike's progress.

This month, August 16th-18th, we will be taking part once again in the Poulsbo Art Festival. This is always a fun time to show our art and mix with the community. I hope you plan to be a part. Along with the fun there is a lot of planning and work that goes into it to make it a success, which we cannot do without your support. By now some of you will have already signed up to take on certain responsibilities as well as take a shift or two manning the booth during the show. You will find a segment in this newsletter, regarding our requirements to participate in displaying your paintings. Hope this will be helpful. Also, our booth location is changing. I don't have the exact location as yet but it will be near the washrooms and the large rock. I am waiting to hear back from the Festival Coordinator.

If you have any questions, please contact Jan or Maggie, as I will be on vacation from July 31st until the 10th of August. After that I will be available.

Continue to enjoy this great summer. Garven



The Secretary is the Newsletter Editor. Please contact her with any information you wish added to the newsletter.

PAL Calendar this Month:

(Regular Meetings 12:30—3:30 PM)

- Wednesday, August 7 — Regular Meeting
- Wednesday, August 14 — Regular Meeting
- Wednesday, August 21 — Regular Meeting
- Wednesday, August 28 — Regular Meeting

Happy August Birthdays!

- Pal Brockett
- Laura Chesvick
- Nina Dempsey
- Dagmar Knepper



Current Exhibits and Sales

- Poulsbo City Hall** ~ various members
- Central Market in Poulsbo** ~ various members.
- Reid Realty** ~ various members.
- Hospice in Silverdale** ~ various members.
- Male Hair Preference in Silverdale** ~ Mike Clayton.
- Ildiko Deaky** ~ has five paintings at Liberty Bay Gallery on Poulsbo’s Front St. and has sold one titled “Memories”.
- Shar Du Fresne** ~ sold a painting from Poulsbo City Hall. “Poppies By the Sea”.
- Mike Clayton** ~ sold a painting from Central Market titled “Fall New Moon”.

If you are exhibiting anywhere and would like to have it listed here,
 you need to let me know at least by the last week of the month.
 Also – if you have a show that closes, please let me know so I can remove it from the newsletter.

Meeting Locations

It looks like we can start meeting at the church starting August 7 – Wednesdays at the usual time – 12:00 to 3:30pm. Keep watching your email though, in case something changes.

PAL News and FYI Corner

City Hall - A reminder that any member wishing to redeem or exchange a picture currently hanging at City Hall should contact Nancy Sefton after July 15th at nrsefton@comcast.net. Starting this year, paintings will not be exchanged as a group every 6 months, but instead exchanged individually by prior arrangement with Nancy, at the Mayor's request.

Pricing Your Artwork

This is a summary from an article by Kathy Gulrich in the "Artist's Magazine" from 2005. I think it is still appropriate; and many of us ask, "What should I charge for my painting, etc.?"

The trick is to find a pricing method that works for both you and your customers.

1) Price by the group. Divide up your work by art medium and general sizes. Find one price that works for all your work in each size range and for each medium type.

Then:

a - Factor in the cost of materials.

b - Set a dollar amount for profit

c - Add those together as a starting point.

2) Do some research. Consider your location, how well you are known in your area, how much other artists charge for similar work. Check other art shows and artist's websites.

3) Expand outward. After you've set a price for your most common group of paintings, determine your remaining pieces. Here, the author claims that the public generally expects to pay more for oils - less for acrylics and even less for art on paper. (I'm not sure I agree with this assessment.)

4) Stick with it and then evaluate. Keep your price list for six months to a year. If things are selling quickly, maybe you can raise prices. On the other hand, if you aren't selling it could mean your work is too expensive. Pay attention to your customers buying habits.

5) The advantage of simplicity. Pricing by the group means you should know immediately the average price for each piece you finish - it should keep your paperwork to a minimum - and collectors will have a good idea why your work is priced the way it is. Be consistent and it will make things easier for you.

I would like to add something that I think this author left out. I think the artist needs to consider subject matter depending on how interested you are in selling artwork. Some subjects just seem to sell better than others depending on location. So, are you painting for your own enjoyment - or for the sales - or maybe a little of both (?)

I also notice that there is nothing in the article about the state of the economy, which I think is a huge factor.

So – I figured this article is a good starting-point for discussion. Would love to hear your ideas.

Show Info and Instructions

The booth volunteer sign-up sheet will be available at PAL meetings - as well as art inventory sheets, instruction sheets, and blank removable labels for your art. You can pick up inventory sheets at the meetings, in case you want to get that done early. In addition, copies of the inventory sheet and instructions are attached with this newsletter. Please **read over** all the information and if you have ANY questions, please ask.

We will be collecting your artwork on August 14th. Please have wrapping materials for your pieces.

Remember: If you submit artwork, you **MUST** volunteer for booth duty in some form. Also, please note, **10%** of your sale price will be donated to the venue organization.

Number and Sizes of artwork submitted:

Framed Artwork - (Approximate Sizes "Framed")

Members who participate may bring to sell the equivalent as follows:

One Full Sheet (28x36)

Two Half Sheets (22x28)

Three Quarter Sheets (16x20)

Five Smaller Paintings (5.5+x7.5+)

(This gives you an idea as to size references.)

An extra may be submitted and will be hung if space provides.

Please keep all items timely and up to date.

Frames must be ready to hang with wires – **NO HOOKS OR TEETH** – Glass or Plexiglas for unfixed watercolors. Hanging Committee reserves the right to reject poorly framed work.

We will hang unframed prints that are wrapped on stretcher bars IF they are set up with wire to hang. All others will be displayed in racks per instructions below.

Unframed Originals and Prints

Unframed Originals must be labeled as an "Original", placed in plastic sleeves or shrink-wrapped and will be viewed in bins.

Prints can be plastic sleeved or shrink-wrapped and must be labeled as a "Print" and will also be viewed in bins.

Shrink-wrapping or using plastic sleeves protects your work, as they do get "handled" by the viewing public.

Cards & Bookmarks

Cards may be singular or in multi-packs and must be in plastic sleeves or boxed and marked as such. Example: Pack of six

Bookmarks can be individual and marked accordingly.

We are limiting each artist to **30** items (single cards, card packs or bookmarks or a combination).

LABELING

Submitted items must be listed on "YOUR" **Inventory Sheet**, and **Removable Labels** placed on the back of all items.

For **Framed art work only**, a PAL Price Card will be on the front.

ALL Sales Information on the removable label must include your ID#, category, and price.

Please round your pricing to the nearest quarter so we do not have to deal with smaller change.

Sales tax will not be added.

It is the member's responsibility to have this information provided at time of TURN-IN FOR THE EXHIBIT.