

Senior Artists Alliance (SAA)

An all-volunteer art alliance of more than 100 members, founded in 2001. We are painters, sculptures and photographers, both professionals and non-professionals over the age of 50.

Electronic News

February 2012

**Hello,
everybody!
Welcome to
the first news
of the year.**

Time flies and hopefully,
winter will soon be on its
way out.

The meeting on January 14th, 2012 was held at the Davis Library, as has been the custom. The meeting was brought to order by our Co-Presidents, Barry Perlis and Joseph Giacalone.

JANUARY 14TH, 2012

Guest speaker Jodi Walsh

She is an artist who relocated to Washington, D.C. from Texas many years ago. Jodi's talk was very informative, useful and full of ideas about the actual business of selling your art. The ideas were gleaned from her own program called the 12 Step Program for Artists: *The Art of Doing Business, which is now available on DVD as well.*

During the talk, there was a lively question and answer session. Some of the members, from the 55+ people at the meeting, put forth pertinent



questions and Jodi was more than happy to answer.

A few useful sites are listed below:

www.gallery555dc.com

www.artspan.com (for assistance with personal websites)

www.jodiart.com

CHABRIERES.net (our guest speaker for February)

A useful contact for all your photographic needs (highly recommended by Jodi) is Gregory Staley. His cell number is 301 706 3889 and his studio – 202 234 5310.

A couple of other names mentioned were Collin Winterbottom and David Glick. Their information should be available on GOOGLE.

In closing, let me add that with such a wonderful beginning and with so much to look forward to this year, we should all be encouraged to believe that there will be a true Renaissance at the SAA.

Until next time,
Vatsala Menon,
SAA Creative Team Writer

Paper-mache Sculptures

Join us on 2/11/2012 at 2 p.m.

SENIOR ARTISTS ALLIANCE

Begin your personal renaissance with...

CONSTANCE CHABRIERES

Discover Constance Chabrieres and her paper-mache sculptures at SAA's February meeting. Chabrieres is a French sculptor whose works are included in public and private collections in Europe, Asia, Australia and North America. She is a self-taught mixed-media artist. Her work is figurative and highly expressionist.



boulevard raspail
58 cm
papier mâché peint
mai 2009

Join us to hear Chabrieres speak about her paper-mache creations and her work designing furniture, clothing and jewelry.

The meeting will begin at 2 p.m. at Davis Library at 6400 Democracy Boulevard in Bethesda, MD.

The Senior Artist Alliance (SAA) is an all-volunteer alliance of more than 100 members founded in 2001. We are painters, sculptors and photographers, professionals and non-professionals over the age of 50. Members frequently exhibit their work throughout the Virginia, Washington, D.C. and Maryland area. Check local calendars and listings to follow the group's diverse activities.

All are welcome! VISIT OUR WEBSITE: seniorartistsalliance.org

12 STEP Program for Artists: The Art of Doing Business

This program was designed to give artists the foundation in marketing, sales and project management that is needed to become "revenue generating" artists.

STEP 1: Setting Standards

"The last thing one discovers in composing work is what to put first." Blaise Pascal Setting standards for both your studio and your business is often the last thing an artist thinks of and the one thing that affects their career the most. Setting business standards from the beginning determines how you will be treated in the art community by clients, family, fellow artists and the markets you sell into.

STEP 2: Mandatory Paper Work

"Too much complaining and too little work." Georgia O'Keefe Learn what paper work is necessary to establish yourself as an artist entrepreneur. Once you start to look at yourself as an entrepreneur and a small business owner things start to happen. Take the proper steps, do it once and do it right. **CONTRACT REVIEW:** a basic contract is all you need but I do consider it mandatory. Understand the basic commission and gallery contracts.

STEP 3: Selecting a Look and Style

"Nobody can be exactly like me. Even I have trouble doing it." Tallulah Bankhead. Every creative person I know has their own look and style. Learn how to identify your style and how to incorporate it in your marketing materials. Be recognized by your style – without the use of words.

STEP 4: Marketing Materials:

Creating Templates – Marketing

"I don't want life to imitate art. I want life to be art." Carrie Fisher Creating templates is your window to freedom. Customize what you need and please, please copy every template I have. You will be able to customize each template to suit your needs and your look and style. Respond immediately to requests for information on you and your artwork. Learn and understand the power of the postcards as a timeless marketing tool.

STEP 5: Public Relations

"Always be nice to those younger than you, they are the ones who will be writing about you." C Connolly Public Relations are exactly that, your relationship with the public. You communicate to galleries, art consultants, jurors, etc through your portfolio and you communicate to the press and potential clients through your marketing materials. You will learn a clear and concise method of communicating with everyone outside of your studio.

STEP 6: Networking and Competition

Learn why we need to know and understand our competition. No one should tell you how to create your work but you need to be aware of what is happening around you. There are many different types of networking, from traditional art groups to business organizations. Discover options that are right in front of you, learn to identify opportunities. Both networking and understanding the competition will lead to sales.

STEP 7: Portfolios

"I don't believe in art, I believe in artists." Marcel Duchamp Creating a portfolio is one of the most important steps in presenting yourself and your artwork. It is the first impression and speaks for you when you are not in the room. Learn three different types of portfolios you will need to succeed. As gallery director for many years I have seen everything, you have seconds to make an impression. From the moment it arrives in the mail you need to set yourself apart and rise to the top.

STEP 8: Web Site and Mail Lists

Web Sites: Explore different types of web sites; evaluate the type of site that is best for you and realistically what you should expect from a web site. Understand how to grow as your sales increase from one type of site to another. **Mail List:** Mail lists and database lists are the unsung heroes of generating revenue. Learn where to find them, how to use them and how to pick the correct list for your artwork. Your mail list is the foundation of your business.

STEP 9: Vertical Markets

"When bankers get together for dinner, they discuss art. When artists get together for dinner, they discuss money." Oscar Wilde Vertical Market; a market that you sell into. You will learn how to sell into traditional and non-traditional art markets. Understand how to identify and select specific vertical markets to promote your unique type of art work. Once you learn how to identify them the opportunities are endless. Having the correct pricing is priceless; you need to get it right. Learn how to approach a gallery and how to present your artwork to a jury.

STEP 10: Commissions

“I never got a job I didn’t create for myself.” Ruth Gordon
 The commission process should be enjoyable for the artist and the client. Review several contracts and why we need them. Get it in writing. This is the first step in a successful commission. One thing leads to another, one commission leads to many. Learn what to do when it starts to go wrong.

STEP 11: Exhibit

“All art has this characteristic. It unites people.” Leo Tolstoy
 It doesn’t matter what stage you are at in your artistic career you will need to show your artwork to the public. You need to know your options and understand a few basic guide lines on presenting your work. Timeline,

selection of work, presentation, promoting, hanging and lighting are just a few of the components in a successful show. Understand what galleries expect from their artists.

STEP 12: Follow Up and Momentum

“There are some days I think I am going to die from an overdose of satisfaction. ” Salvador Dali Follow up and follow your artwork wherever it goes. We all understand the traditional “Thank You” and understand its importance. Now it’s time to take it a step further and be prepared for the momentum it creates. Creative, inexpensive marketing materials create momentum and future sales

APPOINTMENT

 Please call for an online or in person appointment.
 -
 Studio: 301-519-1628
 Cell: 240-447-6071

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Check local calendars and listings to follow the group’s diverse activities.

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**SAA
Going through
its web site
Renaissance**

SeniorArtistsAlliance.org

**We could use a one or more members
to help with providing content and learn and do
some technical work such as:**

- One or more members to provide ideas for web site content.
- One member to provide the dates for SAA events, and monitor them for changes.
- Look for local happenings in the art world and provide it either as a review or for the Calendar.
- One or more members to get technically involved. You could even learn enough to build your own web site.
- One or more members to submit articles about anything that involves the art community.
- One or more members to write up what was presented at the general meetings
 - One or more members to review exhibits at local galleries.
 - One or more members to write about an art technique.
 - One or more to proofread and edit submitted articles.

**To volunteer for teaming up with our Webmaster add
a note on the SAA Membership Application.**

**You may also contact me at
renmanjoe@verizon.net**

**A
Few
Good
Renaissance
Men & Women
- "The SAA
Creative Team"
Joseph Giacalone,
Co-President**

**I am looking for a few good men
and women to form the new
"SAA Creative Team".**

**The true renaissance artist comes from a former
background and expands their talent in the arts. I am
looking to form a team of creative backgrounds of a
graphic artist, a writer, a web designer and a marketing
person. This team will be the creative geniuses to bring SAA
through its Renaissance. We will brainstorm new ideas as talented
specialists brought together to bring traditional and non-traditional
tools to SAA.**

**The Creative Team mission is to explore news ways to bring the benefits of SAA
to the community. We will create new avenues to enhance and stimulate the art
community and the membership of SAA. We will update our literature, our web site,
our email list, and our publicity to support our membership. We will support the 2012
slate of officers, board of directors and committee chairman.**

**To voluntier for this Creative Team just fill out the SAA Membership Application and check the
box for "Creative Team". I will contact you. You may also email me at renmanjoe@verizon.net**

SENIOR ARTISTS ALLIANCE (SAA)

January 1, 2012 – December 31, 2012

Membership Application

**YOUR DUES and PARTICIPATION are ESSENTIAL.
YOU CAN MAKE A DIFFERENCE IN OUR SENIOR ART COMMUNITY**

SAA has openings in the following areas, please volunteer:

Officers **Board of Directors**

Committee Chairperson or Co-Committee Chairperson

I WOULD SERVE ON A COMMITTEE: **Membership** **Newsletter** **Web**

Art Exhibits **Monthly Programs** **Public Relations**

Creative Team: Graphic Artists, Writer, Web Designer

DUES SUPPORT:

ART EXHIBITS

MONTHLY ART PROGRAMS

MEMBERSHIP FUNCTIONS

WEB PAGE: seniorartistsalliance.org

NEWSLETTER

ART EDUCATION

Please print. Return this application with check.

Make payable to SAA. DUES: \$25.00

Mail To:

Senior Artists Alliance
9604 Windcroft Way
Potomac, MD 20854-2864

My medium is: **Painting** **Sculpture**

Photography **Other** _____

Name: _____

**How can you help the Senior Artists
Alliance achieve our goals?**

Address: _____

Email: _____

Phone #: _____

2/4/12