



HIGHlight

November 2008

From the President...

Dear PSNM Friends —

With 2008 fast coming to a close, the PSNM board is about to place in effect several new designations for our members. The ballot on page 2 has 3 lines available for you to list those members you think have contributed much of their time and effort to make PSNM the fine organization it is. We are calling this the Outstanding Volunteer Award. It will include a free membership for a year plus an additional award to be determined. The award will be presented at the December meeting, following the installation of the

2009 officers.

Another designation being introduced in 2009 is the Distinguished PSNM Pastelist. Requirements for attaining this status will soon be available on the website in both the Signature Member section and also in Policies and Procedures.

Excitement is building for our 17th Annual National Show, which opens on Friday, November 7th with a reception and award presentations from 5 to 8 pm. I look forward to seeing everyone there.

There are still spots open for sitting the show. Please contact Wanda Portee if you can take a shift.

— Elaine Koehler

Monthly Meeting at the Albuquerque Museum

Saturday, November 8 • 10 - Noon

Come One, Come All!

Cast your votes for the 2009 PSNM Officers and find out who will be selected as the 2008 Outstanding Volunteer. The ballot can be found on page 2.

With Holidays coming, now is the perfect time to make a little cash by selling your unused art supplies. Or, save on gifts for your favorite artists by buying directly from fellow PSNM members. The Art Supply Flea Market will begin right after the membership meeting.

So, gather those unused frames, pastels, papers, paint brushes, easels, art books and magazines that may be cluttering your studio and cramping your style and bring them to the meeting. There will be space and tables available to display your “stuff”. And be sure to bring your checkbook... remember one person’s trash is another’s treasure.

For your viewing pleasure, we will also be showing an art video in the auditorium.

INSIDE...

pg 2 - 2009 Ballot,
Dues Renewal
Reminder, Gallery
Pages Reminder
pg 3 - Program Review
pg 4 - Member News
pg 5 - Workshops
pg 6 - Call for Entries

PSNM Officers & Committee Chairs

President	Elaine Koehler
Vice President	Wanda Portee
Treasurer	Peggy Orbon
Secretary	Lee McVey
Past Pres.	Gaye Garrison
Communications	Carol Hall
Corresponding Sec.	Kathleen Dietz
Evaluation	Marilyn Drake, Hank Schuyler Jeanne Weitz
50/50	Patty Stewart, Seung Youn
Historian	Jeanne Weitz
Librarian	Karen Servatt
MasterWorks Rep	Carol Lovelady
Membership	Gaye Garrison
Membership Tags	Gaye Garrison
National Show	Janie Gonzales, Margi Lucena
Newsletter	Marilyn Drake, Alice Flitter
Programs	Maryann McGraw
Program Review	Gail Murray
Publicity	Diana Stauffer
Refreshments	Vacant - Please Volunteer
Signature Membership	Betsy Greenlee
Website Manager	Marilyn Drake
Workshops	Lyle Brown

* To send emails to people on this list, go to www.pastelsnm.org then click on Contacts.

Membership Renewal

DUES ARE PAYABLE by JAN. 1st
for Jan. to Dec. 2009

New this year...
dues can now be paid with a credit card online
using PayPal.

Watch for Renewal Form in the December issue of HIGHlight, or go to www.pastelsnm.org Then go to: about PSNM, click where indicated for Membership Form. Follow instructions on the form to complete the process.

For inclusion on this year's Membership Phone List your dues must be paid in full by Feb. 15, 2009.

Gallery Pages on PSNM Website Renew or Apply!

For information, go to www.pastelsnm.org and follow instructions to apply for, or renew, your personal Gallery page for 2009.

PSNM Officers Ballot

**Votes will be counted at the
November Meeting!**

- Elaine Koehler, President
- Fred Miller, Vice President
- Peggy Orbon, Treasurer
- Carol Lovelady, Secretary
- Write-In: _____

Please Print

Outstanding Volunteer Award

Please Print Your Nominees on the Lines Below.

Name: _____

Name: _____

Name: _____

Signature _____

Date _____

To Vote for the 2009 PSNM Officers
and to Nominate up to 3 PSNM Members for the
Outstanding Volunteer Award:

- 1) Print page 2 of this issue of HIGHlight;
- 2) Filling in the ballot above;
- 3) Sign and date ballot where indicated;
- 4) Cut it out;
- 5) Bring it to the November meeting.

Or you can mail the completed ballot to:
PSNM, PO Box 3571, Albuquerque, NM 87190

(Must arrive before Nov. 6th)

NATIONAL SHOW SITTING

Please contact Wanda Portee to schedule a
day and time to sit at the show.

Remember if you have a painting in the
show, you are expected to sit at least once.

October Program Review

by Gail Murray

Hank Schuyler on Fine Art Marketing

One of the many benefits of attending the monthly meetings is hearing first hand the great programs presented by our members or other subject matter experts related to the world of fine art. October's meeting brought us our own Hank Schuyler (pronounced SKY-ler, not SHOE-ler) and his well prepared talk on marketing your fine art. Hank retired from spending 30 years in market research and brought us an effective and captivating power point presentation based on his marketing career. Hank was kind enough to offer the text of his presentation via e-mail, providing you use it for your own personal information only, and not for distribution. If you would like a complete copy of his talk, shoot him an e-mail to: hank.schuyler@comcast.net, which I did to assist me in writing this review.

The "Pre-Mumble":

There are no laws, excepting the Law of Unintended Consequences (also known as Happy Accidents when things work out); and

There are only "suggestions", just like the use of directional signals when driving in New Mexico.

So, take the following suggestions and apply them liberally where needed to bolster your BRAND.

Just like Kitty Wallis, FoamCor or Sennelier, you are a brand, and marketing your brand will get you noticed which hopefully will translate to more sales of your art, which will allow you to paint more paintings.

Art is a Journey:

How many times have we heard that old saying? In this context, Hank states that "your journey is about understanding that when buyers purchase your art they are not buying tangible objects, but rather they are buying their experience of the artist's experience." If you are doing a demo painting in front of a group (large or small) and somebody is so moved to purchase that painting, you have achieved the goal of your experience being bought. No higher compliment to an artist, than to sell a painting! On this art marketing journey, Hank takes us through three countries:

Brand: what is needed to build yourself as a successful brand

Strategy: how to create a strategy to manage your activities

Economic Value: How you can participate in the higher valued stages of the economy

BRAND: You and your art are your brand. This includes your work, your personality, background, history, and your "STORIES".

Use stories about you and your work or images to connect with your collectors and the viewers. Tell stories about your paintings and provide a synopsis of each painting to the gallery. This can be a valuable marketing and sales tool for gallery staff to connect your work with potential buyers, and help in building your brand. This will help people understand why that painting of *your* cottonwood tree is *reflective* of your philosophy, style, artistic approach. This will help people understand *how your art is different from other artists*, and, perhaps, help make it *relevant* to their reasons for buying/owning art. Art is not about a tangible object that decorates the wall; it is about experience. Stories will give your painting provenance.

Hank also illustrated the Four Pillars of BAV: Brand Asset® Valuator, which includes:

Differentiation: what makes you unique and distinctive, which gets you noticed

Relevance: how appropriate you are for your purchasers, which gets your first sale

Esteem: how well regarded you are, which gets you additional sales

Knowledge: who you are as an artist or person, which builds your brand over time

For more info on BAV visit: www.yrbav.com, then select About BAV, then Blue Book

STRATEGY: Your strategy helps you decide what you will do and how you will do it. It can be about performing different activities from rivals' or performing similar activities in different ways. For more info, see "What is Strategy?" by Michael E. Porter, *Harvard Business Review*, Nov-Dec. 1996. The foundation of your strategy is the set of activities you choose to do in promoting your art.

Examples of strategy-building activities are: have a website; attend your gallery openings, even if out of state; personally visit galleries with your portfolio; send out e-mails with pictures of your work in progress; donate art to charitable causes. Develop a 10 word sentence about what you do or paint — your "elevator speech" — such as, "I paint abstract landscapes celebrating nature's underlying themes."

ECONOMIC VALUE: Your art can progress through the five economic stages discussed in Pine and Gilmore's book *The Experience Economy*:

continued on page 4

Member News

1. Commodities: “Stuff” — prints, posters, greeting cards (if they are neither original works of art in some sense, or if you are only making them to have lower price offerings)

2. Goods: Paintings, instruction books, DVDs

3. Services: Activities you execute, Art Commissions

4. Experiences: The time spent with you, works in progress, workshops, open studios, lectures, talks, gallery openings, internet

5. Transformations: The demonstrated outcome achieved: You have arrived! Your art is heroic in size or revolutionary; you have proteges and students; and collectors - that is, you, and/or your art, are reaching people who *aspire* to a more sophisticated appreciation of art, or making of art, as related to your philosophy

Some **ACTION STEPS** you can take:

1. Determine what is your *relevant differentiation* among which customer segments.

2. What activities support and enhance your *relevant differentiation*?

3. What are your *key stories*?

Hank concluded his talk by telling us the very moving story behind his oil painting of three onions, one of his favorites, which was the final image of his presentation.

Art is *not* about a tangible object that decorates the wall — it is about the experience!

CLASSIFIED ADS

STORAGE UNIT NEEDED: PSNM is looking for reasonably priced, clean, safe & secure room or large closet approx. 30 sq. ft. to store our records and seasonal supplies. Must be accessible during regular business hours. Prefer easy to reach central location. Contact Elaine Koehler if you know of a suitable place.

HELP WANTED: Program Review Writer. The PSNM newsletter needs someone to take notes during the monthly presentations and then write the review for the newsletter. If you are interested in this position, please contact the Marilyn Drake.

HELP WANTED: Newshound. Research, look for, write and submit articles and information to the newsletter. Contact Marilyn Drake.

Donna Van Leer had a painting accepted into the Bosque Conservatory Art Classic in Clifton, TX.

Nancy Silvia will have 3 paintings in the Miniature Invitational at The Albuquerque Museum during October and November. She also has two pastels included in the Pastel Society of the West Coast Members show. In October her paintings were shown at the Coryell Gallery in Lambertville, New Jersey.

Leila Hall was selected to be one of four Artists of the Month for the Placitas Artists Series, showing for the month of November at the Placitas Presbyterian Church.

Bonnie Williams has lots of good news to share... she had a painting titled “East Texas Logging Road” juried into the Pastel Society of the West Coast’s annual show which was held at the Haggin Museum in Stockton, Ca. She had another painting juried into the IAPS Show at the Butler Institute in Youngstown, Ohio. One of her Hayfield Series was juried into the Degas Show, to be held next month at the Lauren Rogers Museum in Laurel, Miss. And received the 2nd Place award for her painting “Shadows” in the P.S.A. Show in New York!!!!

Nance McManus was among the 4 PSNM members whose paintings were accepted in the IAPS Twelfth Juried Exhibition. The other artists are Alexandrine Bartlett, Monika T Bruggencate, and Maggie Price. See their paintings on the IAPS website until April 2009.

www.pastelinternational.com/COMPETITIONS/twelfth/twelfthjuried.html

Jacqueline Cattaneo is producing a 21 print series of soft pastel paintings of praying children. Each giclee in the limited edition of 500 per image will be signed and numbered by Jacquie. She will personalize a print upon request. They are for sale through the Restored Traditions website: www.restoredtraditions.com

Mike Mahon is the featured artist at the Art Exchange Gallery from Sept.-Nov. He will be painting several days a week in a special studio located within the gallery, which is located at 60 East San Francisco Street, on the South side of the Santa Fe Plaza in the Santa Fe Arcade Mall. In good weather you may find Mike painting outdoor scenes in and around the Plaza and on Canyon Road.

His studio phone number is 806-584-7882 and the gallery number is 505-982-6329.

Workshops

LISTING POLICY: All new announcements will be published with as much detail as space will allow. Repeat listings will be abbreviated. Deadline for submissions is 15th of month preceding next issue.

Please send your listings for classes, events, workshops, or news via email to: Alice Flitter - awflitter@aol.com

To find out about other workshops, shows, etc. check magazines and online sources. Use Google to search for additional information.

TAUGHT BY PSNM MEMBERS

Maggie Price Workshops

November 10 - 12, 2008, Charlotte, NC; indoor, landscape from photographic reference

April 3 - 5, 2009, Merriam, KS; indoor, landscape from photographic reference

May 28 - 31, 2009, Albuquerque, NM (IAPS Convention); indoors sessions and 2-day plein-air post-convention workshop (June 1&2)

June 15 - 19, 2009, South Freeport, Maine; indoors and plein air

June 22 - 26, 2009, Marshfield Hills, Mass.; indoors and plein air

July 10 - 12, 2009, Denver, Colorado; indoor, landscape from photographic reference

July 27 - 31, 2009, Kimberly, Wisconsin; indoor and plein air

August 23 - September 2, 2009, Scotland (Highlands), all plein air, materials furnished and shipped to/from
September 18, 2009, Santa Fe, NM (Artisan Art Expo), indoor sessions

October, 2009, Juzcar, Spain (dates to be announced)
Details at www.MaggiePriceArt.com or call 505-294-7752

Mike Mahon Workshops

November 13 - 15 • Amarillo, TX

Workshop covers Mike's now 'famous' DiVine SETUP[©] process. His procedure applies to pastel, oil or opaque acrylic painters, but the classic principles of design apply to any medium. There will be a session FOCUSING on painting from reference photos and DEVELOPING your camera skills. (Bring your camera.) Mike will cover not only how to paint from photos, but also how to take the best photos. As a former professional photographer, he will be able to give you new insights into the benefits and problems inherent in the use of photos for painting. However, students will spend most of the class time painting from photos that they bring to the workshop and applying what they learn about working from photographs.

Cost: \$275 if registration sent by November 1; \$300 after that, if there is room.

For info, contact Mike Mahon at: art@mmahon.com or phone: 806-359-5130

2009 Workshop Schedule

February 25 - 27, Odessa, TX

May 25 - 27, Santa Fe

June 1 - 3, Santa Fe

July 13 - 17, Cloudcroft, NM

August 3 - 7, Santa Fe, NM

Sept 28 - Oct 2, Taos, NM

November 2 - 6, Hot Springs, AR

Michael Chesley Johnson, MPAC, PSA, PSNM Plein Air Workshops

December 8 - 12 • Sarasota, FL

January 3 - 10, 2009 • Mexico

January - March, 2009 • Sedona, AZ

Advanced workshops (see www.paintsedona.com)

Check www.MichaelChesleyJohnson.com for full details, e-mail mcj@sff.net or call 506-752-2482.

Lorenzo Chavez Workshop

April 26 - 28, 2009 • Albuquerque, NM

3-day Intermediate to advanced landscape workshop.

Held in conjunction with MasterWorks. Cost: \$250

\$100 deposit will reserve your spot. Make check

payable to PSNM and send it to Lyle Brown,

8813 Brandywine Rd NE, Albuquerque, NM 87111.

For more information contact Lyle at: 505-797-9642 or email: lhbrownart@msn.com

Deborah Secor Workshop

June 1 & 2, 2009 • Albuquerque, NM

After the conclusion of the IAPS convention next year.

The Special Techniques in the Landscape workshop shows how to structure a painting in the studio, gives you a chance to paint and have a group critique. This rare chance to do a workshop with me will cost under \$200 per person! If you're considering this possibility, please contact me to discuss any thoughts or ideas you have. E-mail: deb@deborahsecor.com

Call for Entries

EDITOR'S NOTE: Please send an email to Alice Flitter at awflitter@aol.com with complete information about any shows that will be of interest to your fellow PSNM members. Submissions must be received by 15th of the month preceding the issue in which you'd like the show mentioned.

Remember, there are many shows and competitions listed on the internet, as well as the art magazines. So do some exploring on your own to see what is coming up.

Deadline: November 1, 2008

Painters' Challenge, sponsored by CreateBetterPaintings.com. Great opportunity to compete in an international competition! \$1000 top prize. For details: www.CreateBetterPaintings.com

Slide or Digital Deadline: November 3, 2008 **The Artist's Magazine All-Media Online Competition**

Grand Prize (\$500) winner and all 7 First Place (\$100) Winners receive subscriptions to *The Artist's Magazine* plus \$100 worth of North Light Books. Honorable Mentions receive subscriptions to *The Artist's Magazine* and \$50 worth of North Light Books. Winners will be featured on *The Artist's Magazine* website, along with a list of Honorable Mentions.

Entry Fee: \$10 per slide or image.

For details at: www.artistsnetwork.com/competitions/

Digital Deadline: November 15, 2008

Richeson 75 International Pastel Competition • January 16 - March 5, 2009

Very generous cash and merchandise prizes as well as a special award (that includes the painting being featured in a Richeson/Unison national ad!). The prospectus is on competition website: www.richeson75.com under "Call for Entries" on the left-hand side menu. Any questions, comments, or to be on mailing list for competition newsletters, please contact Ms. Terry Howell Stanley, PSA, Director, Richeson School of Art & Gallery 557 Marcella St., P.O. Box 160 Kimberly, WI 54136-0160 920.738.0744 800.233.2404 artschool@richesonart.com

Digital Deadline: January 31, 2009

Masterworks of New Mexico • April 4 - 25, 2009

Prospectus available at: www.masterworksnm.org
For a printed copy, please contact Carol Lovelady
email: lovelady101@comcast.net
phone: 505-345-2267

Slide Deadline: March 19, 2009

IAPS 13th Exhibition • June 4 - 8, 2009

Ventana Fine Arts Gallery on Canyon Road, one of the finest and most prestigious galleries in Santa Fe, NM, will host the exhibition. The exhibition will be juried by Doug Dawson, PSA and juried for awards by Albert Handell, PSA. Acceptance and awards in this exhibition will go towards Master Circle points. Prospectus available on the IAPS website: www.pastelinternational.com

Exhibitions

Open Space: A View with Room **3rd Annual Exhibition and Art Sale**

Exhibiting PSNM artists:

Marilyn Drake, Charles 'Bud' Edmondson, Thais Haines,
Elaine Koehler, Lee McVey,
Fred Miller, Paul Murray, Maggie Price

"Little Gems", a juried show of small Open Space paintings by Plein Air Painters of New Mexico members, working in all media, has been added to this year's event.

All sales benefit the Open Space Alliance.

As they're paid for, "Little Gems" can be taken by purchaser.

Open to the Public thru December 11, 2008

Public Reception: November 15, from 10 am - 5 pm

City of Albuquerque

Open Space Visitor Center

6500 Coors Blvd, NW • 505-897-8831
(between Montañó Blvd. & Paseo del Norte
at the end of Bosque Meadows Rd.)

Dates to Remember...

May 28 - 31, 2009

IAPS Convention • Albuquerque
www.pastelinternational.com

Sept. 17 - 20, 2009

Artisan Artist's Material Expo 2009
Santa Fe
www.artisan-santafe.com