

Central New York Art Guild



Newsletter
Vol. 28 Issue 31

WELCOME BACK TO A NEW EXCITING
YEAR OF ART

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Meeting Dates
 2010-2011
 Sept. 9th
 Oct. 7th (first
 Thursday)
 Nov. 4th (first
 Thursday)
 Dec. 9th Christmas
 Or Party
 Jan. 13th 2011
 Feb. 10th
 March 10th
 April 7th (first
 Thursday)
 May 12th
 June Picnic at Gale
 Shuba's

Mike Affleck has agreed to
model for us again , so
bring your drawing tools and
have some fun

Directions: Take Rt. 57. Turn
onto Elmcrest at Chase Bank.
(Turn left if you are traveling
north. Turn right if you are trav-
eling south). Turn left onto
Woodspath. Follow the signs to
Elmcrest School. Signs will be
posted inside the school to direct
you to the meeting room.

Next Meeting
CNY Art Guild
Monthly
Meeting

AT 7:00 PM
Sept. 9th
A
FIGURE
DRAWING
SESSION

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IF YOU HAVE ART SUPPLIES THAT YOU WOULD LIKE TO SELL PLEASE
CONTACT THE EDITOR DELORES HERRINGSHAW
315-488-0495 OR E-MAIL AT *dsartworks@twcny.rr.com*

A GREAT WORKSHOP

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#WS-4 Impressionist Plein Air Workshop (Landscape Oils/Acrylic) Carlton Manzano, Instructor
Saturday and Sunday September 25 & 26, 9 am-3 pm

Have fun with paint and color in a workshop experience. Painting workshop will take a crawl, walk, and run approach to painting. The first half of day one, we will use reference photos in the studio and go over the basic skills of painting and color. We will use value sketches to complete our painting in one session. The remaining time will be spent outdoors where we will emphasize chromatic perspective. On day two, we will paint at several locations around Windsor/Whip Works where we will apply those basic skills to complete wet-in-wet paintings outdoors. Basic drawing skills would be helpful, but not necessary. A materials list is available before class begins. www.CarltonManzano.com Also see demonstration of Carlton 's work at the Windsor Art Fest September 18 on the Village Green.

Carlton J. Manzano – BFA Cleveland Institute of Art, major printmaking. Exhibits regionally and has participated in many juried shows. Retired Chief Warrant Officer , US Army. 2008 and 2009; first place winner at the Billsboro Winery Plein Air paintoff.

Fee: \$200. 10% discount for members of WWAC (Registration closes September 21)

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FOR MORE INFORMATION PLEASE CALL 607-655-1561, leave your name and number and we will call you back asap.

***Please mail registration form and a check with your deposit of 1/2 the fee to:**

Windsor Whip Works Art Center
PO Box 4

REGISTRATION FORM

NAME _____ **PO Box 4**

ADDRESS _____ **Sincerely**

CITY _____ **STATE** _____ **ZIP** _____

PHONE _____

EMAIL _____

CLASS/WORKSHOP

TITLE _____ **FEE** _____

Instructor _____

CLASS/WORKSHOP

TITLE _____ **FEE** _____

Instructor _____

TOTAL ENCLOSED \$ _____

Windsor, NY 13865-0004

Sincerely

Joanne Pesce, Co-Founder

Windsor Whip Works Art Center & Gallery

98 Main Street - P.O. Box 7

Windsor, NY 13865-0007

Website: www.WhipWorksArtGallery.org

Phone: 607-655-2370

Cell: 516-509-0099

The "Paint Out" at the Storms in place of a picnic was a huge success even though there were only a few that took part they had a great time and the Storm's want us to come back any time.. The Rose Society were there at the same time and were thrilled. Here are a few photos



ACE Newsletter

6 Powerful Art Marketing Secrets For Online And Off Line

by M Theresa Brown

In Art marketing, there are 6 secrets for artist that we have found to be very powerful and effective for online marketing (email, websites, etc.) and off line marketing (such as sales letters, advertisements, etc.)

1. Write everything to and for your TARGET MARKET. Who is it? Who is buying your art (or who do you expect to buy your art) is one of the FIRST very important areas you need to know to grow your art business. Is it young couples? Nature lovers? Animal lovers? Race car fans? Beach or mountain lovers? Women with families? Outdoor sportsmen? Fantasy aficionados? Pottery? Sculpture? Green art lovers?

2. The more you tell, the more you sell. Longer copy, if well written and interesting, almost always outsells shorter copy. Talk in terms that your target market understands and make it INTERESTING! Boring is the kiss of death.

Think carefully about what motivates your target market visually and emotionally to buy in the first place then gear your writing towards that. "Warm Fuzzies" love warm, sensitive stories and will take the time to read and relate to your stories.

3. Always have a double readership path. Some people are readers, others are skimmers. Write for both types. Use lots of bold "subheads" which contain the main BENEFITS of your message.

What this means is (a little like this newsletter) you're going to have other "headlines" scattered throughout the webpage or sales letter or ad. These smaller headlines are known as "subheads" and they capture a new thought or benefit that makes the skimmer pause to read the paragraph.

You should also do this for emails. Always break up a long email with skipped lines. Many email letters are too wordy with no breaks, pauses or bold print to catch the reader's skimming eye. Your reader could lose an important message within a very long paragraph!

4. Add visual images of your art to the stories you are telling! Always include your art product images to the writing you are doing. A picture really is worth a thousand words and nothing speaks to your skimmer like an image in your letter or webpage! Even works in progress hold a fascination for viewers.

5. The headline is the most important part of your marketing message. Without a doubt, the headline must stop your target market dead in its tracks. That's its job. It must get him/her to read the first sentence of the message (and then continue on from there, of course.) So work hard on that headline, it's very important. And NEVER write anything that doesn't have a headline. It's the "ad" for your ad, webpage or sales letter.

6. Talk in terms of benefits! What's in it for your buyer? Why should he/she contact you now? What will she miss out on if she does not contact you right now? Is there some special reason for your reader to take action right now, such as a discounted special price, studio sale, new techniques sale? Just keep asking yourself, as you're writing the webpage, sales letter or newsletter, "What's in it for my client?"

Print these 6 powerful marketing secrets as a checklist for everything you do that has anything to do with marketing your art business! Put it by your computer when you get ready to write your newsletter, send an email, or add to your blog and watch the changes!

LIBRARY ART SHOW

This is a reminder of the upcoming show at the Liverpool Library.

Sept art show "Fall Colors" at Liverpool Public Library.
No prizes, No ribbons, NO FEES!!! If you sell 10% commission to the Friends of the Library- That's it! You can show up to 2 small (8x10-16x20)or 1 larger piece (Larger than 16x20) per member. Please enter
NEW WORK!

Drop off is Wed, Sept 1 from 4-5:30 PM Please volunteer for hanging
or

takedown- I will need at least 4-6 people for each!

Takedown Thursday Sept 30 4-5:30 PM If you can not be here on 9/1 work may be dropped off with another member or at my home just outside the village of Liverpool. No drop offs at the library!

If you want to be in.... either call me 451-3198 and give me a phone # where I can reach you over the summer or an email address! all reminders will come from me in email or phone call. Sign up now even if you are not sure about participating so I can remind you. I have a mac
- no viral emails...I promise. Deb

email:d_dahlin@liverpool.k12.ny.us
debdahlinart@yahoo.com

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Elmcrest Elementary School
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315-453-1252

Residency

On the Harbor at Seneca Falls

The Month of September 2010. Three artists will be selected for each week in September. They will have the right to display or sell their art on the wall, at the Harbor in Seneca Falls **without a vendor's fee.** The artist will be promoted through the Village web site, in local media, and especially to the boaters that visit the harbor. The artists will have any time they would like, but they will be encouraged to be in residence during high traffic times.

If you are interested Please contact the Seneca County Arts Council or the boaters facility in Seneca Falls at 315-759-9269 or e-mail at jkenny@canalside.net



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Warners, NY 13164**