

GENERAL MEETING SCHEDULE

General Meetings are held on the **2nd Tuesday** of every month at 7:00 pm at the *Bellingham Public Library - downtown branch*

March 8

April 12

May 10

June 24

July 12

August 9

September 13

October 11

November 8

Next

Board Meeting

Tuesday, March 22 at 7 pm at the Whatcom Art Market in Fairhaven.

The Whatcom Art Guild Presents

A Sense of Place: The Pacific Northwest

At the Jansen Art Center, Lynden, WA. Jun 1 – July 31



Beginning March 1st the WAG will begin accepting submissions for entry for the summer art show at the Jansen Art Center. The theme will be **“A Sense of Place: The Pacific Northwest”**. Only wall art and 3D art will be eligible.

Wall art includes original work in all mediums and must be professionally framed and ready to hang by wire—no saw tooth hangers. **Three dimensional art** includes jewelry, sculptured wood, pottery, and glass.

For more information see the prospectus in this Newsletter.

Membership

We extend a warm welcome to our new members!

Skip Patten
Kearcy Hahn
Marty Spence
John Young
Brian Simpson

Library News

Please be sure to check out the great books and DVDs available at our library located at the back table during our WAG General Meetings. WAG members may check out videos for \$5.00 for one month. Several videos need to be returned! There is a \$5.00 fine for each month that they are not returned. If the video library is not open during a general meeting, there will be a library box available at the meeting for video returns.

Questions:
Catherine Schellenberg -
WAG Librarian
360-778-9914
ceschell2@earthlink.net



WAG General Meeting March Program

by the Whatcom Weaver's Guild

A presentation will be given by past president, Sharon Ward, and current president, Marilyn Olson of the Whatcom Weaver's Guild entitled -

"A Textile Tour of India"

They will bring samples & photos of their textiles to share about their trip to India. This should be a very interesting presentation and we look forward to hearing from them.

Next Month - Bobby Davis, a student at Western Washington University, will share with us about his project focusing on volunteerism and ways to use "Art" in the community.



Christine Flacco was the winner of the Dakota Arts \$10 Gift Certificate at our February General Meeting. Congratulations Christine!



The Whatcom Art Guild has been privileged to be able to hang our works of art in the *Colophon Café* during the past few months and will continue to have showings at *Village Books* each month. We appreciate this great opportunity!

Membership renewals are now past due! The cutoff date for receiving this newsletter each month for non members is coming soon. Don't be left out. Renew today!

February Artists of the Month

1st Place

Robin Kagan



2nd Place

Kearcy Hahn



3rd Place

Keith Johnson



"California Beach Tides"

"Connie Checks the Marbles"



Honorable Mention goes to Jacob Slagle



4th Place

June Kiefer

The Purpose of the Whatcom Art Guild

- to encourage and promote the visual arts within Whatcom County
- to welcome and encourage all artists - beginning to professional
- to provide an environment in which artists can meet and exchange ideas and information
- to organize exhibits in which members may display and sell artworks
- to establish ties within the county and promote the visual arts
- to support lifelong art education
- to promote member artists and the Whatcom Art Guild

Each month Guild members have a chance to enter their artwork in a mini competition at the General Meeting. Members vote for the top four pieces. Winners are designated Artists of the Month and their artwork is featured here and on the WAG website www.whatcomartguild.org/artistsOfTheMonth.html, and are exhibited at participating venues in the community.

Guild members may enter one piece. If it is a painting, it must be framed in a professional manner and ready to hang with a wire hanger (no sawtooth hangers). Photos will be taken at the meeting for the website and newsletter or you may provide your own digital image.

Letter from the President

2016 WAG Board

President

Joyce Norfolk

VP of Programs

Karen Tobiassen

VP of Marketing

Michael White

VP of Shows -

Secretary

Jeff Eastman

Treasurer

JoAnne Hoehne

Member Chair

Pam Pontius

WAM Chair

Phyllis Howard

Venue Chair

Lorraine Day

Trustees

Pat Fisher

James Weaver

Elvy Schmoker

Artist of the Month

Christine Flacco

Historian

Helen Harris

Properties

Jacob Slagle

St. Joe's

Barbara Schickler

Show Chair -

Newsletter

Karen Ver Burg

Web Design:

Michael White



This is shaping up to be a busy time of year for the WAG. We have finalized plans to have a show at The Jansen Art Center in Lynden during the months of June and July, and we are currently working on hosting an Art Show this fall at a new venue. The WAM is looking for a new location as it's looking more likely that they will need to relocate due to the possible sale of the building they're

currently using. Our Venues Committee continues to acquire new venue sponsors.

As you can see, your WAG volunteers have their hands full, and certainly could use a few more hands. The position of Show VP and Show Chair are currently empty, and with our Jansen show only a couple of months away, we desperately need your help. We have several new members this year and would love to have them join in by volunteering to help at either of our shows planned for this year. The shows and venues are created to promote WAG Members by enabling them to display and sell their art. Therefore, I'm appealing to all members, to help us to help you, by volunteering. If you're interested in joining us, please contact me or any Board member and we will find the right fit for you.

Here's an opportunity for everyone to do their share. We need an Artist's Statement and sample photo(s) of your artwork from each of you. An Artist's Statement is required to enter most shows, and in particular, it is needed for your information on the WAG website. It is also needed to prepare the WAG Artist's Book to be used to promote WAG artists for future venues. At the February general meeting, Lorraine Day gave a class on how to write an Artist's Statement. If you missed the meeting, email Lorraine at mesmerie1@gmail.com to request a handout from her class. If you need help writing your Artist Statement, or don't know how to obtain a jpeg or photo of your work, we can help. All entries for the summer show at The Jansen and the Fall Show must be accompanied by an Artist's Statement, so start on yours now, and don't hesitate to let us know if you need assistance.

Joyce Norfolk

Remember that our March 8 General Meeting will be held at the Bellingham Public Library

Art Education and Opportunities



"Chevy Truck"

by James Williamson



"Island Barn"

by James Williamson

Winter & Spring Watercolor Classes

taught by James Williamson

Day or evening classes
at the Artist's Studio

Five classes of 2 hours each
are \$155.00

Start date is to be determined.

Call artist studio 1-360-734-5497

or email:

artistjameswilliamson@comcast.net



Watercolor by James Williamson



"Wilderness Cabin"

by James Williamson

Bellingham Sketchers



Pen & Ink Sketch by Karen Ver Burg

PLEIN AIR SCHEDULE – SPRING 2016

Fridays 11:00am – 2:00pm

Saturdays 2:00pm - 5:00pm

March 4th	BelleWood Acres
March 11th	Aslan Brewery
March 12th	Celia's House **SATURDAY**
March 18th	WWU Campus
March 25th	NO MEETING – Easter weekend
April 1st	WSU Extension Gardens
April 8th	The Willows
April 9th	Farmer's Market **SATURDAY**
April 15th	Bloedel Donovan Park
April 22nd	Woodstock Farm or Fairhaven Park
April 29th	Padden Creek Nursery

Please check your weekly emails for confirmation.

For more information contact Celia Clarke
at celiannaclarke@outlook.com

What Artists are Doing



Painting by Arlene Mortimer

A group of the "plein air artists" are having a showing of their work at the **Book Fare Café** on the top floor of **Village Books** in Fairhaven. Please come by and see a wide range collection of pieces. The café has great food and drink with a view of the bay as well.



Painting by Arlene Mortimer



by Richard Bulhman

Book Fare Café

1200 11th Street in Fairhaven

HOURS:

Monday - Thursday 10a - 8p

Friday - Sat 10a - 9p

Sunday 10a - 7p

<http://www.bookfarecafe.com>



Painting by Beth Roberson



by Richard Bulhman



Sketch by Karen Ver Burg



Sketch by Karen Ver Burg



"Ancient Messages" by Faye Hayes



"Mother Nature is Watching"



"CosMOS" by Faye Hayes

Faye Hayes has two of her paintings, "Ancient Messages" & "CosMos", in the Juried NW Collage Society show at the Seattle Convention Center. She also had one of her encaustic or mixed media works, "Mother Naure is Watching", accepted for the *Winter into Spring Juried Exhibit* at the **Jansen Art Center**. The show runs from February 4 through April 1, 2016.

WAG PROVIDES OPPORTUNITIES FOR OUR MEMBERS

Are you aware of all the ongoing opportunities for displaying your work that are open to you as a WAG member for 2016?

Art Challenges and Critiques

Over the course of the year, WAG hosts Art Challenges (members bring in work created for a theme) and opportunities for critique at our monthly meetings. Information about these opportunities to show your work – either finished or work in progress – at our meetings to supporting and friendly members is posted on the Guild's website and in our newsletter; watch monthly as these opportunities arise.

Artist of the Month

Bring your work to the meeting and members will vote for their favorites during the break. The top 4 pieces will be displayed during the following month at one of four venues: The Colophon Café, Banner Bank in Fairhaven, Banner Bank in Bellingham, and front and center in the Whatcom Art Market.

Bellwether Gateway Complex

Beth Roberson leads this venue, which comprises the lobbies/foyers in three of the buildings in the Bellwether Gateway Complex. The theme of this venue is "Art of the Northwest. This is an ongoing opportunity to display your work. If you would like to participate, contact Beth Roberson at crownlanebeth@comcast.net.

Village Books, Fairhaven

WAG is hanging on the wall in the author's reading room, rotating on a monthly basis. The wall holds approximately 6-10 works, depending on their size. Turnover is at the first of the month; the next opportunity will be the month of May. Lorraine Day is leading this venue; stay tuned for an upcoming Call for Artists.



Watercolor Sketches by Karen Ver Burg

BelleWood Acres

This venue is over for this year, but keep it in mind for the holiday season 2016. BelleWood Acres is a wonderful farm/deli/store on the Guide which has a large gallery room upstairs. WAG traditionally 'takes over' the gallery for November through February and we do it up proud! Christine Flacco leads this venue, and will be putting out a Call for Artists as the holiday season approaches.

WAG at the Jansen Art Center, Lynden

WAG exhibited as a group at the Jansen last summer in June and July, under the themes of 'Raspberries and Farm Life' and 'Cups.' We were very well received, and the Jansen has invited us back again this June and July. The Jansen Art Center is a wonderful venue, with shoulder-to-shoulder crowds on the opening night – we are thrilled to be returning this year. The theme will be "A Sense of Place: The Pacific Northwest." Like last year, this will be a curated show; all members may submit entries to a team of WAG curators, who will then submit the collection to the Jansen for their final picks. The deadline for submitting your work to the WAG curating team will be May 1. Use form on page 10 and follow the specific instructions closely.

In addition to these ongoing opportunities, WAG Board members are actively working to develop other venues, both for curated shows and for open, all-member exhibits. We are researching venues for a summer show and a holiday arts and crafts fair, as well as smaller venues for individual artists. Come to the meetings and read your newsletter to catch these new opportunities as they arise.

Website

Michael White would like to expand the website but needs content from the artists to include. He is asking that all members submit an artist statement and images of their work.



Whatcom Art Market



Art Market News

WAG's Art Market opened March 19, 2010 in the basement of the Waldron Building through efforts by JoAnne Wyatt and a generous offer by David Ebenal. The space was and has been for sale or lease since prior to our occupying it. At long last the space has been sold. While the Art Market has not yet received a vacate notice, we anticipate one at any time however, it's business as usual until we receive notice.

The Art Market has been an integral component of WAG's growth and progress over the past six years and we want this opportunity continue as part of WAG's legacy. A call has gone out to all WAM participants to keep eyes and ears open to available properties that might be an option for us and we have been checking them out and making inquiries. Commercial retail property is quite expensive to lease so our challenge is a significant one to find something suitable yet affordable. We will keep you posted on our status and endeavors.

WHATCOM ART MARKET
Thursday - Sunday 10 am - 5 pm

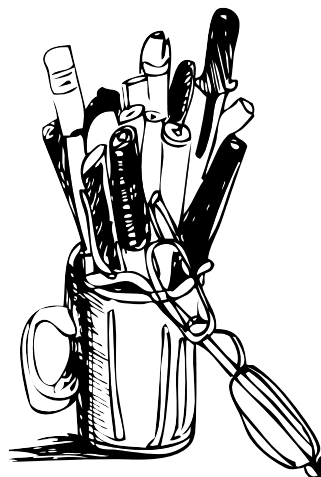
McKenzie Alley, 11th Street - Fairhaven
360-738-8564
www.whatcomartmarket.org
[facebook.com/WhatcomArtMarket](https://www.facebook.com/WhatcomArtMarket)

Are you taking the opportunity to paint or do art with your children, grandchildren, or any other children in your life? I am just learning about the rich and rewarding experience it is as we learn and create together, not to mention the value of passing on the skills that we've learned to the next generation. Go ahead and start making those memories!

Karen - newsletter editor



Painting with my granddaughter, Cheyenne



All news and images for the newsletter are now due by the 4th Tuesday of each month!

Send to:
karen.verburg@gmail.com

Questions: email or
call Karen 360-739-3584



<http://www.artbizblog.com/2016/02/make-them-feel.html?>

How Your Art Makes People Feel

By Alyson Stanfield on 02.11.16

People don't buy what you do or why you do it. They buy how it makes them feel.
-Bernadette Jiwa

When I heard Jiwa utter those words on a stage in Denver last year, I had an *Aha!* moment. I had previously been sucked in by Simon Sinek's famous TED Talk, [How Great Leaders Inspire Action](#) (Start With Why): *People don't buy what you do, or how you do it. They buy why you do it.* It's a powerful message that is hard to disagree with, yet it fell short for many artists, who were paralyzed for months or years over the inability to nail their *Why*.

Jiwa's quote adds clarification. People buy how it makes them *feel*.

People buy your art because it makes them feel *something*. To find your purpose (your why), all you have to do is remember the connection you are making with others through your art.

How Your Art Makes People Feel

We're told so often that art is a form of self-expression that we've come to accept it. As I've been preaching for years, art – in its most powerful form – is a form of communication. Your art is incomplete until others experience it. Until they feel.

You are incomplete as an artist until you make these connections.

Some of the common reactions to art include:

Curiosity: *I want to know more.*

Peace: *I am at home here.*

Excitement: *This is why I love to look at art!*

Pride: *I am so lucky to own and to live with this.*

Acceptance: *That's nice.*

Delight: *I love this!*

Intellectual: *I want to figure this out.*

Critical: *My kid could have done that.*

Befuddled: *What the heck?! I don't get this. (And I don't want to.)*

Dismissive: *This isn't for me.*

The people who feel these last three responses aren't your buyers, but aren't they better than no response at all?

How You Make People Feel

You can't control what people feel or that everyone will have some kind of reaction to your art, but you are completely in charge of how you interact in your relationships. Your actions can lead people to question your professionalism or they can bolster confidence in you and your work. If you are nervous, insecure, or intimidated in your dealings, people might begin to think that you don't know what you're doing.

On the other hand, if you are articulate, sharp, and knowledgeable, you are more likely to put potential collectors at ease. Likewise, you earn points when you meet deadlines, respond promptly to requests, and listen to others' needs.



The Whatcom Art Guild Presents A Sense of Place: The Pacific Northwest

The deadline for submission is **May 1st**. The show will be juried by both WAG and The Jansen via digital photo images.

1. All submissions must be emailed to Lorraine Day at mesmerie1@gmail.com not later than May 1, 2016.
2. Format: The image file should be in .JPG format at least 300KB, but no larger than 1MB. Only work of high reproduction quality will be accepted. Images are to be free of any extraneous backgrounds. 3-D images photograph better on black or white backgrounds. DO NOT include the frame in the image.
3. Artist Statement: An Artist’s Statement must be submitted.
4. Image Names: Images are to be labeled with the artist’s last name, first initial, 01, 02, etc., image title. (example: Doe_J_01_Vase_In_Blue.jpg) Images must correlate exactly with the image list.
5. Image List: Submit a list of images including title, medium, size, price, and artist’s name. When setting the price, keep in mind that The Jansen will receive 40% commission on all work sold.

IMAGE LIST

<u>Number</u>	<u>Title of Work</u>	<u>Medium</u>	<u>Size</u>	<u>Price</u>	<u>Artist</u>
01					
02					
03					

For more information contact Lorraine Day or Joyce Norfolk.