



Dates to Remember

Artrageous Artwalk – second Saturdays – September 9, October 14, November 11, 5:00-7:00 pm, including Artist of the Month and Nouveau Art monthly opening receptions

Critique at BuyGO – second Saturdays – September 9, October 14, November 11, 9:30 am, BuyGO, 22 South 8th Street (former Fred’s)

IAA Board Meeting – second Mondays – September 11, October 9, November 13, 3:30 pm, Education Building

Art Chat – third Tuesdays – September 19, October 17, November 21, 6:30 pm, Education Building

Holiday Celebration – Tuesday, December 5, 6:00-9:00 pm, The Golf Club of Amelia Island; sign up by November 22

If you have an upcoming item to be listed, please email to Susan McGrath-Smith, susan.mcgrathsmith@gmail.com for the June/Summer, September/Autumn, December/Winter and March/Spring quarterly issues; e-blasts will be sent for items occurring between newsletters.



President’s Message

Upcoming Artists of the Month

September – Jim McKinney

October – Craig Impink

November – Pipar West

December – Ana Diaz

Artist of the Month receptions are held during Artrageous Artwalks, 5:00 -7:00 pm.

IAA Newsletter: In This Issue

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Congratulations to all of our artists, supporters, and volunteers. The Gallery has been selected as the “Best of the Best Art Gallery” in the *News Leader’s* 2017 Readers’ Poll. Once again our community has recognized your efforts. Now that summer is nearing an end, we begin monthly meetings again. September’s **Art Chat** meeting will be a **Business Meeting** to: review operating procedures and IAA financials, be briefed on activities by our committee chairs, and update you on the status of actions resulting from the Strategic Plan. It is critical that our members have a clear understanding of the operational status of the organization and the challenges facing us, so as to help us formulate priorities for this upcoming year. While there is no mechanism to require mandatory attendance, it is very important and requested that all Exhibiting Members attend this meeting. We also welcome all other members and supporters to attend. Looking forward to seeing you all on **September 19 at 6:30 pm.**

Gwen Cowart

### Re-Hang Dates

Please note the following re-hang dates for the IAA Gallery:

#### 2017

September 11, 9:00 am, for 3D

September 12, 9:00 am, for 2D

December 4, time to be determined, for 2D

December 5, 9:00 am, for 3D

#### 2018

March 5, 9:00 am, for 3D

March 6, 9:00 am, for 2D



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### 2<sup>nd</sup> Quarter Sales Leaders

Congratulations to the sales leaders in the second quarter, who are listed here. Please note there was a tie for sixth place, so 11 names appear.

- Camille Breen
- Gwen Cowart
- Marilyn Eflein
- Barbara Fuller
- Jose Garcia
- Diane Hamburg
- Vickie Maley
- Rebecca McDannold
- Georganna Mullis
- Milt Shirley
- Joe Winston

### 2017/2018 Nouveau Art Shows

The Nouveau Art Show now on display is themed "Sunshine". It is a great show, very bright and colorful. So far, three artworks have sold. Remember that if your work in these shows does sell, you cannot replace it with another piece, but if possible, please put in the space a 5"x7" photo, with the ID card, including your ribbon award and marked "SOLD".

#### 2017

September – "Sunshine"

October/November – "Autumn Colors". Receiving Oct 2; Reception Oct 14. Chair **Marlene Strobach**; Judge **Mary O. Smith**, south Georgia artist

December /January – "Celebrate". Receiving Dec 4; Reception Dec 9. Chair **Diane Hamburg**; Judge **Ted Head**, Jacksonville artist

#### 2018

February – Nassau County High School Student Art Show. Chair **Denise Murphy**; Judge will be University of North Florida art student (*precise dates and judge to be determined*)

March – Members' Show "Splash of Color". Receiving March 5; Reception March 10. Chair **Karen Trowbridge**

April/May – "People". Receiving April 2; Reception April 14. Chair **Jim McKinney**

Future shows will be determined by the Committee when they meet sometime in Sept. We have had wonderful participation from all members. This is an opportunity for the IAA Associates to show off their talents.

Keep up the great work!

**Louise Mozena**, *Nouveau Art Chair*

*Please note:* Receiving times are 9:00 am-12 noon, unless otherwise noted. Receptions are 5:00-7:00 pm, unless otherwise noted, and are held at our IAA Gallery, 18 North 2<sup>nd</sup> Street, Fernandina Beach.

You may enter two artworks per show. Fees: Members \$15/one entry, \$25/two entries; Non-Members \$25/entry. The limits for 2D and 3D art are not to exceed 144 united inches (e.g., the outside measurements of the four sides of the frame, or four sides of the 3D artwork, are not to be greater than 144 inches; for example, 36" + 36" + 36" + 36"). Note: no more than two entries per artist will be accepted. Work should be ready to hang with appropriate hanging wires (NO saw tooth hangers or tiny hooks).

## What's Happening Here and There

Well the dog days of summer are almost over. For those of us who oozed through each day here in Nassau County, Autumn can't get here soon enough. Some people of course found other destinations to spend their summer days. Try 7 weeks in Europe for instance as **Susan McGrath-Smith** did. **Susan** as you may recall, moved here from Bermuda. That's not bad. But this fortunate lady met a ship's captain on the beach here one day. One thing led to another. That's not bad either. Well, said ship's captain suggested a trip with friends that took them to Stockholm, which led sailing to other Scandinavian countries. Then on to Russia, Estonia, the Czech Republic, all around Ireland and through Ireland on The Shannon River. **Susan** says that a highlight of this trip was to be in Ireland for the Galway International Arts Festival that is there every year from mid to late July. Now that is not bad at all! Just think! It must have been cooler there, too.

It's not that there was nothing to do around here in the arts field this hot, hot summer. The IAA installed another Nouveau Art Show. New people have joined and are displaying their entries in the show. The Amelia Musical Playhouse put on a wonderful performance of "Fiddler on the Roof". Not to be outdone, ACT has just finished performing the musical, "Avenue Q". **Arthur Herman** painted the sets for this performance. This was the show, for all of you who missed it, that was done with puppets. What a treat it was to see! What talent we have in our wonderful Nassau County!

It seems to be rushing things a bit as we have barely moved into September, but please save October 17 for the Art Chat program, "The Hidden Powers of Creativity." **Carol K. Walsh** is an artist, author, therapist and personal coach. She will give us her views of the creative process. My creative process is at the moment in limbo. Perhaps it is the heat. **Carol** has recently published her latest book, "*Painting Life: My Creative Journey Through Trauma*". Her book is available in all book stores. This should be a very interesting program. I hope to see you there.

For all of you that were part of the Katie Caples Foundation, "Spotlight on Local Heart" that was held at the IAA way back in July – **Joe Winston**, who worked so very hard to make this event a huge success, wants all of us to know that just under a 100 people attended and the Caples Foundation raised \$4,029 that will go directly to their effort to increase the number of registered organ donors, and reduce the wait for more than 122,000 adults and children in need of a life-saving transplant.

Now then, I always start this newsletter wondering what I'm going to talk about. Today I just should have called **Chad Bridges**. This is the man who has so many creative juices flowing that **Carol Walsh** should check him out. You might like for instance to come to our first Saturday morning critique to be held at the recently opened, "BuyGO" on South 8th Street (where Fred's used to be). Come the second Saturday, September 9, at 9:30 am. Chad has designed and built their wine bar. This long, natural edged, 150-year-old blue pine bar is inlaid with crushed turquoise. That's not all folks. Come and see what this young man who never sleeps has accomplished for this new place in town. Do you think that's all? No indeed! **Chad** has been asked by MOSH to do a retreat for 40 people on Big Talbot Island to teach the dry wall, sculpture technique. (See his sculpture at The Green Turtle Bar). He spent last night carving 60 tools for the class.

Now, to finish off with some very good news that **Pam Bennett** had for me. Sunshine Artists Magazine lists the top 200 best outdoor art shows each year. We have had some disagreements in the past about their choice or lack of who does a better job. There are no complaints from us this time. Out of the best 200 outdoor art shows in the country, we have come in at 21. Last year, we came in at 75. The year before that, we never made the cut under 200. So, to all of us who participated in helping to make that weekend so successful, give yourselves a pat on the back! I think I'm tired now. It's time to send this off to **Susan**.

Welcome back everyone!

**Barbara Fuller**

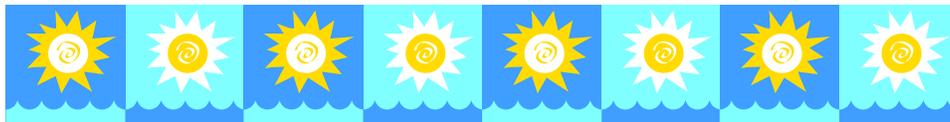


## Membership

Thanks to all **Supporting Members** for joining us this year. Our Membership Yearbook is at the printers. Please stop by and pick up your hard copy at the September Art Chat, or after that in the Gallery. *Note:* For the first time we are seeking **Sponsors** and **Donors**. Please let businesses and friends know about this opportunity to help support the arts in Nassau County with a tax-deductible gift. It is never too late to join!

After receiving feedback from some of our members, I'd like to clarify a few things to insure that everyone understands the IAA. As **Supporting Members**, you have absolutely no obligations. You can be comfortable knowing that you are supporting the arts community of Nassau and have the ability to enjoy and receive discounts on classes and programs. On the other hand, if you would like to be involved, you need no invitation! We would love for you to sit on the Board, help with the kids' free art classes, work in the Gallery, join a committee, help at the Shrimp Festival, write grants, or any other role you feel you would like to be part of. We value all of our **Supporting Members** and appreciate any way in which you care to utilize your membership.

Lis Krawiecki, Secretary



## Art Chat

### 2017/2018 Art Chat Dates, featuring "The Creative Process"

This year's Art Chats will focus on the creative process, featuring IAA's newest exhibiting artists and community members who are leaders in their fields. Art Chats begin promptly at 7:00 pm with social time before, starting at 6:30 pm. Format will be: introductions, announcements, demonstration or presentation, questions/comments and wrap-up. All programs are subject to change.

#### 2017 Art Chat

**September 19** – Business Meeting

**October 17** – **Carol Walsh**, Using Art to Heal from Trauma; information on **Carol's** web site, [www.ckwalsh.com](http://www.ckwalsh.com)

**November 21** – Exhibiting Artist **Pipar West**, demonstration

**December 5** – Holiday Celebration, The Golf Club of Amelia Island, \$30 per person; sign up by November 22

#### 2018 Art Chat

**January 16** – Folklorist **Dr. Peggy Bulger**, pioneering Florida State Folk Arts Coordinator, Folk Arts Director, Senior Program Director for the Southern Arts Federation in Atlanta and Director of the American Folklife Center at the Library of Congress; a wonderful opportunity to learn from **Dr. Bulger** who has had a rich, distinguished career

**February 20** – Exhibiting Artist **Suzanne Binnie**, demonstration

**March 20** – TBD

**April 17** – Exhibiting Artist **Diane Withrow**, demonstration

**May 15** – Business Meeting & Elections

**June 19** – Summer Potluck Social

Mary Quinlan, Barb Wylie, *Co-chairs*

## Gallery Director's Corner

Artists are invited to submit work to The Amelia Community Theater (ACT) for shows during their 2017-2018 season. Below is the list of art show themes for the season. Each art show accompanies a play. The themes relate to the plays, but it is not intended that the art illustrate the play. Themes are intended to spark creativity and allow a wide variety of art. ACT will begin accepting submissions for each show when the previous show closes.

### Memories and Secrets

**September 28 – October 14, 2017** (runs during *The 39 Steps*)

Submission deadline: September 15; art drop off: September 21-23, 11:00 am – 1:00 pm

### Family

**November 30 – December 16, 2017** (runs during *It's a Wonderful Life*)

Submission deadline: November 17; art drop off to be determined

### Imagination

**February 1 - 17, 2018** (runs during *Harvey*)

Submission deadline: January 19; Art drop off: January 25, 26 & 27, 11:00 am – 1:00 pm

### Between Black & White

**April 5 - 21, 2018** (runs during *Doubt*)—(note: submit work in black, white and gray only)

Submission deadline: March 23; art drop off: March 29, 30 & 31, 11:00 am – 1:00 pm

### Dreams and Magic

**June 7 – 23, 2018** (runs during *A Midsummer Night's Dream*)

Submission deadline: May 25; art drop off: May 31 & June 1 & 2, 11:00 am – 1:00 pm

### Kooky & Spooky

**August 9 – 25, 2018** (runs during *The Addams Family Musical*)

Submission deadline: July 27; art drop off: August 2, 3 & 4, 11:00 am – 1:00 pm

**Details for submissions** Please note: art will be handled with due care and attention; by submitting your work you acknowledge that ACT is not responsible or liable for damage, loss or theft of artwork.

- Submit digital (jpg files) images of up to three pieces of work
- Do not submit work that has been previously shown at ACT
- Submit images that are about 300kb to 1 MB (detail but without a long time to download)
- Name the image files with enough of your name and the title for ACT to identify them; attach files to the email. List title, size, medium and price *in the same email* – and send to: **(Annie Hall)** [annie@zenism.com](mailto:annie@zenism.com), **(Diana Herman)** [dlh1229@aol.com](mailto:dlh1229@aol.com) and **(Elizabeth Dion)** [lizdion@lizardion.com](mailto:lizdion@lizardion.com). Please send your submission to all three.
- Artwork must be original.
- All work must be ready to hang by wire on the theater hanging system unless prior arrangement has been made for other acceptable display
- All work must be for sale

Artists will be notified a few days following the submittal deadline. (If you do not get a notice, please contact ACT to assure your submittal was received; for best results send to all three addresses above.)

All sales are handled by the artist. In the event of a sale, ACT requests a minimum 10% donation of the selling price. ACT is located at 207 Cedar Street. This information and photos of previous shows can be seen in the News section on ACT home page <http://www.ameliacommunitytheatre.org/#/amelia-community-theatre/art-shows>

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## Gallery Director's Corner *continued*

**We are beginning a new year with new possibilities! Our goal is to increase sales!**

Please make a concerted effort to **SELL ART** when working. It takes action, not just sitting behind the desk! Some of our artists actively engage the customers and help sell your art! Listed below are great practices I have witnessed by our Exhibiting Members and Associate Member assistants when I am in the Gallery:

1. First OPEN and CLOSE the Gallery ON TIME. It makes a difference in professionalism.
2. Welcome visitors heartedly when they enter the Gallery. Stand up and face them!
3. Portray IAA in a positive light. Show how proud you are of this Gallery and the opportunity it provides you.
4. Refrain from airing dirty laundry, just like you do with your own family. Stop any negative conversations about any topic, especially the Gallery, when visitors are present.
5. Talk to them about Gallery artists in whose art they show interest.
6. Point out artists whose art they may like if they seem to gravitate to a particular style or subject matter.
7. Point out the artists' business cards and bios at the front desk.

**IMPORTANT REMINDER:** Remember to ask each customer to fill in their name, address, email and phone numbers on the receipt. It serves two purposes:

1. We have contact info if a problem should arise with the purchase.
2. Fellow artists depend on that information to know where their art is. Some artists have patrons. Almost all of us want to know to whom and where their art goes for their own bios, to send thank you notes, etc. Some artists have numbered prints and like to keep a registry of those prints.

If you are backlogged at the front desk and find it difficult to find time to get the info, try these practices:

- Have them fill in the receipt while you are packing the merchandise or running the credit card information.
- Have them fill in that information on a post it which you can then staple to the Gallery receipt (yellow copy) if you need the receipt box for another transaction and can't wait.
- Share with others how you manage to encourage people to leave their information and get it recorded!

Closing time is as important as opening time. Should guests still be in the Gallery at closing, quietly lock the door at five. Then politely tell remaining customers that they should bring purchases to the front desk as soon as they can and/or let you know when they need to leave so you can let them out because we close at 5:00 pm or 8:00 pm. Put yourself in their place (It is not about you!) and make them still feel comfortable. They should not feel they are being thrown out. Rudely yelling that we close at 5:00 pm or 8:00 pm is just not acceptable. You may find yourself needing to stay a few extra minutes so count on that each day you work. Suggestions: Walk to the customers and say:

- "Hello, we close at five o'clock (or eight o'clock). Thank you for shopping with us, but please complete your shopping and bring your purchases to the front desk as soon as you can."
- I am sorry, but due to other obligations, I must close within the next few minutes. If you do not finish your shopping, we are open tomorrow from 10:30 am – 5:00 pm (or 8:00 pm), and we welcome you back then. I am happy to take your purchases now to check out.

### Procedures and Forms Book

The *Procedures and Forms Book* has been updated. Please take the time to read it.

All the information you need to work accurately is there. Check the Table of Contents to find quickly what you need. Forms are in the back of it. Remember to make a copy of any form before you use the last one. Reading it before you need the information and reviewing it frequently will help the information stay in your head, reducing mistakes and wasting time at the check-out. You do have time most days while working when no customers are there to review it!

**ALSO, IT IS ON OUR WEBSITE SO YOU CAN REVIEW IT AT HOME!**

**Vickie Maley**

## Art Education

### Current and Upcoming Classes

Information sheets are available at the IAA Gallery sales desk and information is on [www.islandart.org](http://www.islandart.org)  
Classes are held at the Art Education Center, 18 North 2<sup>nd</sup> Street, Fernandina Beach.

#### Opportunities for Growth at IAA

##### 2017 Opportunities

**Palette Knife Painting with Sally Cummings Shisler**  
August 31 - September 2

**Amelia Island Photography Workshops  
with Michael Spicer**

**Mobile Workshop**, Saturday September 16

**Fundamentals of Photography**, Monday September 18

**Composition and Light**, Monday September 25

**Digital Darkroom on the Cheap**, Saturday October 14

*(Each workshop is \$45/\$50)*

**Pastel Painting Techniques Workshop  
with Lorraine Potocki**  
September 8 & 9

**Watercolors with Suzanne Binnie**,  
5 Mondays, Beginning Sept. 18  
*(Register for each session separately)*

**Painting Out Loud with Sharon Haffey**,  
September 29, 30 & October 7

**Still Life Painting with Elio Camacho**  
October 25-27 and/ or Nov. 1-3

**Plein Air Painting with Elio Camacho**  
October 28 & 29

##### 2018 Opportunities

**Clay Monoprints with Mitch Lyon**  
January 19 & 20

**Chinese Brush Painting with Lian Zen**  
March 13 & 14, 2018

**Painting with Cedar Kindy**  
April 14 & 15

#### Ongoing Art Opportunities

**Free Children's Art:** 11:00 am - 12:30 pm,  
one Saturday/ month. Free guided activities provided  
by local artists for school-age children. You must  
register for each session individually by calling the IAA  
Gallery at 904-261-7020 or signing up in person at the  
Gallery desk. For more information, call the Gallery  
at 904-261-7020

**Portrait Group:** Join other artists in creating art with the  
benefit of a live model. No advanced registration  
required. There is no instruction, but plenty of positive  
support from fellow artists. October through May. \$5  
fee. For more information, call Paul Massing at 904-  
321-0738

**Photography Interest Group:** Free to the public.  
Demonstrations, technical presentations and monthly  
critique (show and tell) of photographers' work. The  
group usually meets at 7:00 pm on the fourth Thursday  
of the month in the Art Education Center. For  
information, contact Pat Hooks  
at path11@comcast.net or 904-277-2595.

**Tuesday Afternoon Open Studio:** This is a chance to  
participate in a drop-in studio group. Bring your own  
supplies and work with other artists. There is no formal  
instruction, just artist friends supporting and mentoring  
each other. Tuesdays 1:00 pm – 5:00 pm. \$5 fee.  
Contact Mary Quinlan at [macq5050@gmail.com](mailto:macq5050@gmail.com) or 904-  
321-0112.

**Thursday Morning Open Studio:** Bring your own supplies  
and work in a supportive atmosphere with other artists.  
Thursdays 9:00 am until 12:00 noon. \$5 fee. For more  
information, contact Gretchen Williams at 904-491-  
3171 or gretchw@att.net.

**Thursday Afternoon Open Studio:** This is another  
opportunity to bring your own supplies and paint with a  
group. Thursdays 1:00 pm – 5:00 pm. \$10/month.  
Contact Jean Riley at [rileystardust@bellsouth.net](mailto:rileystardust@bellsouth.net) or  
904-261-5471.

**Island Art Association**

**2017-2018**

**Executive Board Officers**

President **Gwen Cowart**  
1<sup>st</sup> Vice-President  
Shrimp Festival **Mark Bennett**  
2<sup>nd</sup> Vice President  
Gallery Director **Vickie Maley**  
3<sup>rd</sup> Vice President  
Art Education Center **Sharon Haffey**  
Secretary **Lis Krawiecki**  
Treasurer **Susan Henderson**

**Directors**

Arrangements (*Co-chairs*)  
**Mary Quinlan**  
**Barb Wylie**  
Finance **Susan Henderson**  
House & Property **Walter Cartategui**  
Computer Support **George Haffey**  
Marketing & Communications (*Co-chairs*)  
**Cori Beychok**  
**Marla McDaniel**  
Scholarship **Betty Rufus**

**Board of Directors**

Board of Directors Meeting Minutes will be sent in a separate document.

**Mission**

The Association is organized exclusively for philanthropic and educational purposes. To develop and sustain an interest, appreciation and enjoyment in and of the arts in Nassau County, Florida.

**Island Art Association, Inc.**

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Fernandina Beach, Florida

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Opinions expressed in this newsletter are the opinions of the individuals submitting articles