



Newsletter
May 2021



Becky Sciuolo Will Share Ideas to Sell Your Art!

Mark your calendars for our upcoming monthly meeting. It will be held on Thursday, May 20th starting at 6:30 PM via Zoom. We will be having a fantastic guest speaker, Becky Sciuolo. In her presentation, she will share information that can help build a dynamic online presence for your visual art business. She shares ideas to help you SELL YOUR ART! Becky says, "If you've ever worked in sales, you might have heard the adage, 'If you're selling to everyone, you're selling to no one'. This is true with just about every product, including your art". Becky stresses the importance of making sure you are identifying a target audience for your artwork. She says, "This step is critical in setting up your art marketing system. Finding an audience comes easier to some artists than others. This is one of my favorite things to help artists figure out."

Some of the basic steps we will learn about from Becky are:

- Step 1—Assess Where You Are
- Step 2—Do Your Research
- Step 3—Experiment With A Purpose
- Step 4—Build Upon What You Learn

A written testimonial from one of Becky's clients on her website said, "I can't overstate the positive impact working with Becky has had, and is still having, on my career as a creative professional. I highly recommend sitting down with her and mapping out a plan. Once you know where you are and where you want to be, Becky helps you map out a course that will move you to that goal. You'll be amazed where you end up."

What a great opportunity for us to glean from Becky's knowledge at our upcoming May monthly meeting. If interested, you can subscribe to her free weekly email to get the latest news and tips to help your art business by going on her Artisan Advantage website at:

www.artisan-advantage.com



Want to attend the Zoom monthly meeting?

The invitation to the meeting on Thursday, May 20th will be sent by email to those on our membership distribution list. New to Zoom or just want to pick up some tips on extra Zoom tools you can use in larger meetings? Contact Linda Selsor at lselsor@msn.com to schedule some time together.



Let's Have Some Fun

You hear it all the time, "I'll do it when I get around to it. You know, I'll fix it, when I get around to it. I'll read it, when I get around to it. I'll paint, when I get around to it." Well, here you are. I'm giving you a 'ROUND TOIT'.

Now you can no longer use the excuse, "When I get a round to it", for not painting. I hope this brightens your day. Have fun painting.

And, just in case you missed the April meeting, we now have 96 members including 10 new members— Welcome!!



There have been questions about whether non-members can participate in monthly meetings and support groups. In order to be welcoming and encourage new memberships, the board suggested members share meeting invitations with friends that are interested in the league. This way prospective members can check us out. Hopefully, this will encourage folks to take a look and join our amazing group.

Finally, a heads up—Diana Fairbanks is working out the details for the Thurston County Fair Art Show. Think about volunteering. There will be a variety of tasks available and all COVID protocols will be followed. More later as the details are finalized.

Join us for our May meeting and keep painting—try something ever day.

April's speaker....

Sandy Allnock



Sandy Allnock's enthusiasm at OAL's April meeting was infectious. She believes everyone is creative and encourages and supports the development of individual visions and abilities. Sandy shared three suggestions for developing and maintaining your artistic goals.

Chase the dragon: The dragon is something you hesitate to address; something that you find challenging and may be daunting. This can be an effective way to learn about your goals and process and may expand your abilities and broaden your knowledge. Play with your challenge--no judgements. This helps you learn new aspects about the media, concept, or technique you are working on.

Embrace the challenge: Bring new skills and knowledge to your current art work. Ask yourself what you need to learn. What drives you? Try new things; watch related videos (everything is on You Tube, practically). Experiment with these challenges, and/or take classes related to your area of interest. Nothing is precious, and it's just paper.

Start a habit: Even 10 minutes a day will help you meet your goal. Rather than spend one 6-hour day, work daily for a smaller amount of time to build your knowledge and skills. It's like going to the gym; one long day at the gym is not as helpful as a regular schedule of exercises during the week to build strength and physical tone. Like Sandy, try keeping a sketchbook every day and keep it handy. If nothing else, doodle. Keep the creativity flowing.

To illustrate the process she uses to build confidence and skills in others, she demonstrated the use of Copic alcohol pens with a fast action painting of a lush tulip.

Sandy, artist, crafter, author, instructor, and plein air painter, holds workshops for beginning artists, and those who need encouragement to try.



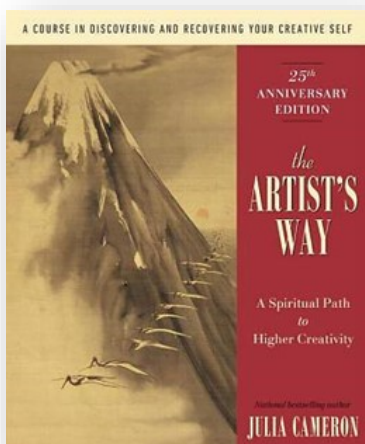
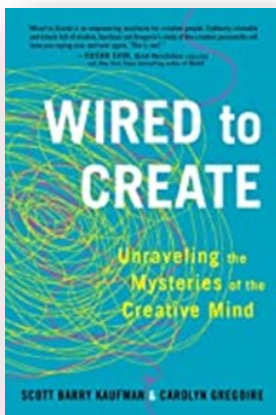
Check out her website: sandyallnockfineart.com.

Art Appreciation Book Group May Theme—Creativity

OAL Art Appreciation Book Group meets the first Thursday evening of every month from **6:30 PM to 8:30 PM**. The next meeting is May 6th. The themes for the summer months are:

- May: Creativity
- June: Baroque/Dutch
- July: Les Nabis
- August: Ancient
- September: Surrealism

Unlike other book groups, we read a book related to the month's theme and then compare notes at the meeting. So you are free to read a book of your choosing related to the month's theme.



For more information, or to receive the Zoom invitation to meetings, contact Martha Trupp at marthdt@comcast.net or 360-438-5913 or 360-584-5913.

JUNE NEWSLETTER DEADLINE WEDNESDAY, MAY 19, 2021

Please send your kudos, photos, announcements and ideas for the **June** newsletter to Linda Selsor via email—lselsor@msn.com and Terri Johnson via email—mtjpublishers@msn.com. If you have questions give Linda a call at (360) 491-0377 or Terri at (360) 280-4617



GETTING ACQUAINTED

Introducing...

Jan Nicholson

Jan was a member of the Stanwood/Camano Gallery until she moved to Panorama in Lacey Washington on February 26th of this year.



She just recently joined OAL and has been a member of Stanwood/Camano Art Guild for 16 years. Jan was active in leading the "Art in Public Places" program, where members signed up to show their work in 12 different businesses in Stanwood and on Camano. The program came to a standstill during Covid 19, which made it difficult to show art work as many businesses were not open.



Jan said, "I paint watercolors and our Camano Roaming Artists paint twice a week during the summer. I love to paint the outdoor scenes. I have been discouraged this last year and haven't done much, but I am looking forward to the

challenges within the Watercolor Group."

Displayed are two of Jan's favorite watercolor paintings.



Contributed by Lindsey Ford

**Want to keep
hearing from us?**



Only current members will continue to get the newsletter and regular announcements. To maintain your membership and stay on the OAL mailing list, please mail your **\$30** check to: Olympia Art League, PO Box 404, Olympia, WA 98507, ATTN: Tony Lirette.

California Vibe Course

David Lobenberg is offering Course 4, California Vibe Watercolor Landscape Painting. He will announce the opening of the course between June and July *through a Ruzuku notification*. He will also be announcing it on [Facebook](#), [Pinterest](#), [Instagram](#), his [website](#), and in his Mailchimp newsletter (if you would like to receive this monthly newsletter, please email to davidlobenberg@me.com). All courses in the California Vibe School of Watercolor™ are on the Ruzuku learning platform, and they all stay **permanently** on your digital devices. You can go through each and every one on your own schedule and whenever you want. David uses a combination of fine, non water soluble ink lines with bright bold color washes.

Shown: Lighthouse in Northern California in David's California Vibe Watercolor Landscape™ style.



Share Your Art at the May Meeting

The slide show of OAL member art was a big hit at the April meeting. The watercolor group's monthly challenge of painting onions made for interesting conversation. This is such a fun way to see what each of us are doing with our art. It's easy to participate, simply send a photo of the work you would like to share along with the title, medium and size to mtjpublishers@msn.com by **Monday, May 17th**.

Any questions text Terri Johnson or give her a call at (360) 280-4617.



The Walla Onion
by Terri Johnson



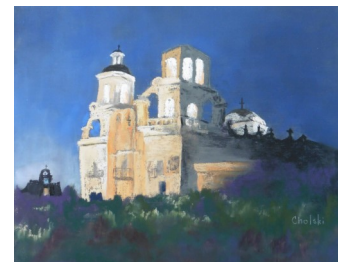
Green Onions by
Sherié Balko Nation



The Onion Challenge
by Martha Trupp

Kudos and shows

Five of **Ellen Cholski's** paintings were accepted and have sold in the Tucson Pastel Society's juried art exhibition, "Historic Medium for Modern Times" at the Arizona Sonora Desert Museum's Ironwood Gallery in Tucson, Arizona.



The complete show can be viewed at:

www.desertmuseum.org.

Click on ARTS in the top bar.



Thurston County Fair 2021

We are hearing there will be a fair this year for Thurston County. The fair will run the last week of July to August 1st. Diana Fairbanks is working on the details for the art displays for the fair. Think about volunteering to serve in the display area. There will be a variety of tasks available. Also be thinking about what art work you would like to contribute. More details will be forthcoming about the fair in the June newsletter.

Shown: 2019 People's Choice winner, Inspector Twiggy



South Sound Urban Sketchers



If you are looking for an activity during this shutdown, why not try joining the South Sound Urban Sketchers. It's a great way to hone your drawing skills and stay connected with other artists.

Since members are unable to get together to sketch, they have come up with monthly prompts and post them on the group's Facebook page. For more information or to join, contact Jan Hansen at justjansue@gmail.com.

Shown: Public Lands Social Security Building
by Ineke Berhitoe

OAL Artist Support Groups

Join one of OAL's support groups via Zoom. Bring a work for gentle, constructive feedback and try your hand at the month's challenge. We'll teach you how to share a photo of your work on Zoom or you can simply hold it up in front of the camera. We also talk about classes, books, artists or teachers that have inspired us. All experience levels are welcome. All mediums are welcome in the Abstract Group. Regular meeting times are listed below. **Check in with the contact person to get added to the group's e-mail list and the Zoom invitation to the meetings.**

Abstract Group

Date & Time: The *third Monday* of each month. The next meeting is May 17th from 1:30 to 3:30 PM.

Contact: Linda Selsor at lselsor@msn.com or (360) 491-0377

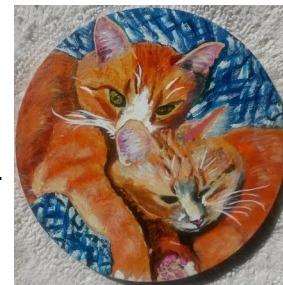


Shown: An abstract by Sherié Balko Nation

Acrylic Group

Date & Time: The *fourth Friday* of each month. The next meeting is May 28th from 1:00 to 3:00 PM.

Contact: Karla Fowler at nwnx-art@comcast.net



Shown: Martha Trupp's "Cuddle Time"- on a round 12" canvas.

Drawing Group



Date and Time: The *second Monday* of each month. The next meeting is May 10th from 1 to 2:30 PM.

Contact: Rick Drescher rickdartist@gmail.com or (360) 786-1958

Shown: Drawing by Sherié Balko Nation

Pastel Group



Date & Time: The *second Wednesday* of each month. The next meeting is May 12th at 9am.

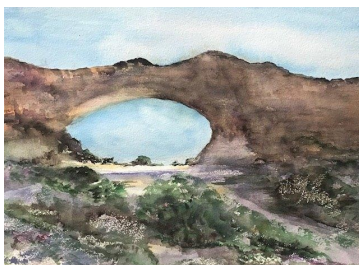
Contact: Lorna Sheveland at lsheve@comcast.net if you would like to join the zoom call.

Shown: Normandy Village
by Ellen Cholski

Watercolor Group

Date & Time: The *second Friday* of each month. The next meeting is May 14th from 1:00 to 2:30 PM.

Contact: JoAnne Sanford san3jo@comcast.net or 360-878-8225



Shown: Arches by Cynthia Walker

OAL's New Newsletter Editor— Terri Johnson



A big shout out to Terri for taking the helm of OAL's newsletter. Terri owned and operated a small desktop publishing company some years back. She brings a wealth of experience to the role. She and Linda Selsor will be working together over the next few of months to ensure a smooth transition. Linda says, "Terri dived right in, knows lots of tricks that I don't, and did the bulk of the work on the May newsletter. I'm thrilled she's taking it on."



OAL Board & Activity Leads

President: Rick Drescher

Vice President: Heather Simons

Secretary: Anne-Marie Brown

Treasurer: Tony Lirette

Members at Large: Karla Fowler, Ruth Fuller, & Jan Hansen

Past President: Nicki Weber

Newsletter Editors:

Terri Johnson & Linda Selsor

Getting Acquainted: Lindsey Ford

Proof Readers: Roxana Caples, Cynthia Walker

Membership Officer: Tony Lirette

Program Chair: Roxana Caples

Correspondence: April Works

Community Outreach: Teresa Marie Staal-Cowley

Recruiter: Roxana Caples

Art Workshops: JoAnne Sanford

Meetings:

Name Tags: Ruth Fuller

Phone Reminders: Jean Van Doren

Refreshments: Heather Simons

Meeting Set Up: Mike Scheurich

Reverse Mirror: Jean Stewart

Artistic Advice Basket: Carolyn Long

Website Gallery: Rick Drescher

OAL Sponsored Shows:

Members Only Art Show: Heather Simons—Canceled

Arts Walk Juried Show: Canceled

County Fair Art Show: Diana Fairbanks, Kay Tolles

Local OAL Art Show Venues:

Bonsai Wok: Anne-Marie Brown

Capitol Chiropractic: Lone Moody

Thurston County Family & Juvenile Court and Sutton Chiropractic and Massage:

Teresa Marie Staal-Cowley

TRA Medical Imaging: Jan Hansen

Painting Get Togethers:

Paint-Out: Rick Drescher

Paint-In Day: Vacant

Paint-In Night: Karen Bush

Support Groups:

Abstract: Linda Selsor

Acrylic: Karla Fowler

Drawing: Rick Drescher

Pastel: Lorna Sheveland

Watercolor: JoAnne Sanford, Ruth Fuller

Zoom Manager: Linda Selsor

What's Happening!

Come see what's new!



View works by our New watercolor artist Heather McDougall

And

New works created by all of our artists!

The Artists' Gallery

2505 4th Avenue NW, Suite 105

Capital Mall Promenade

Hours: Wednesday-Saturday 11am – 7pm

Sundays 12pm-5pm

360-357-6920 www.theartistsgallery.com

Congratulations to **Heather McDougall Simons** who recently was chosen to be a member of The Artists' Gallery. You can view her works and works created by other artists at the address above and also on their website.

"The Artists' Gallery specializes in outstanding fine arts and crafts by Washington artists. With over twenty visionary artists in the cooperative, you will find styles to compliment everyone's taste; from traditional paintings to modern abstract, or gifts made with hands and heart".

The Artists' Gallery is based upon an artist-centered cooperative philosophy of artists working together to enhance art in Olympia. Each artist donates so much of their time each month in running the Gallery.

Olympia Art League Newsletter

"An official publication of the Olympia Art League"

Editors: Terri Johnson and Linda Selsor

Contributors: Members of the Olympia Art League

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