

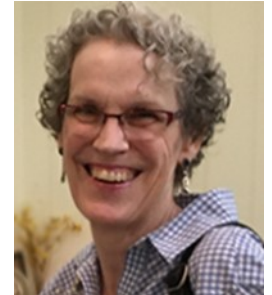


Newsletter

June 2021

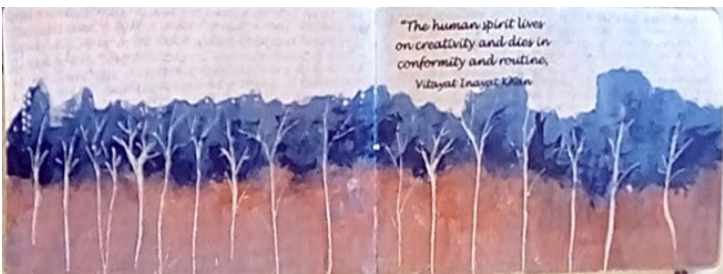
OAL Launches Summer Meetings

Featuring Demo by Linda Selsor



To help bridge the transition between full COVID lockdown and actual live meetings, OAL will continue monthly meetings over the summer via Zoom on an experimental basis the 3rd Thursday of each month at 6:30 PM. These will be much more informal gatherings. We will still do a slide show of member art. Send photos of the work you would like to share, along with the title, medium and size to mtjpublishers@msn.com by the Monday prior to the Thursday Zoom meeting. In addition, by request, the opportunity to spend time in small chat rooms will be longer than 10 minutes. Finally, instead of a 45 minute presentation, one of our members will share an art tip about a technique they've tried.

Linda Selsor will kick off the summer demos by offering a brief presentation about how art journaling can help unleash your creativity. Linda maintained an art journal where she stashed samples of techniques she wanted to try on a small scale, experiments, etc. With the advent of COVID, she needed more—something to help her get out of her creative slump and help deal with the angst and stress of living amid a pandemic.

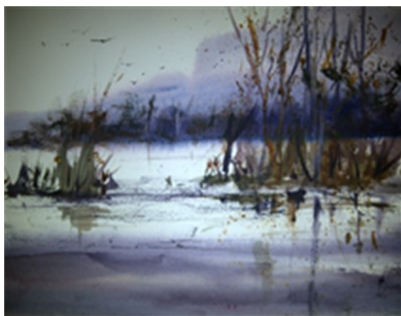


She returned to journaling, but wanted more. Linda explored art journaling on-line and combined journal writing with art. That really helped. She has since offered on-line workshops of her technique and shared tips she has picked up. Linda will do some flip-throughs of several of her journals to give you an idea of the end result. It can be a great way to jump start your day, get the creative juices flowing, and have some fun.



Want to attend the Zoom monthly meeting?

The invitation to the meeting on Thursday, June 17th 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.



**Remembering JoAnne Lee (Russell) Sanford
1940-2021**
We will dearly miss...
Your Wit,
Your Wisdom,
Your Wonder



JoAnne Lee Sanford, 81, of Lacey, passed away May 12, 2021 at Providence St. Peter's hospital in Olympia, WA.

JoAnne was born January 20, 1940 in Aberdeen, Washington, where she grew up and lived most of her life. JoAnne graduated from Aberdeen High School in 1957 and married Richard Sanford shortly thereafter.

JoAnne is survived by her sister Jocelle (Ken) Strom, her niece Kristi (Strom) Steuben, her nephew Keith Strom, and a lifetime of loving friends. She was preceded in death by her parents, and the tragic loss of her son, her only child, Jeffrey Stephen, the light and joy of her life, in March of 2011.

JoAnne worked hard all her life, most notably as Finance Director for Evergreen Counseling in Aberdeen for many years, and then for the Grays Harbor Housing Authority in Aberdeen until her retirement. She also served on many non-profit committees and boards, including as a Board Member for TwinStar Credit Union. Giving back to the community was important to JoAnne.

In her later years, when JoAnne moved to Olympia, "she began her search for a new 'tribe' that fit" as quoted by Roxie Caples. She soon found Olympia Art League and bonded with the many creative artists there. The fourth Tuesday of the month would find her crammed into a car with three of her "Art Amigas," Nicki Weber, Cynthia Walker, and Roxie Caples as they braved the traffic to attend the Northwest Watercolor Society's monthly evening meeting. Her favorite was the Daniel Smith meeting site where she spent her fortunes on new and inspiring art products. Her Amigas would often have to drag her out of the store so the workers could go home. Roxie said they had "such fun! She will be missed!"

JoAnne was a regionally renowned water color artist, perhaps most known for her seascapes and coastal paintings. Her beautiful work was greatly sought after and earned her countless awards. She nurtured this passion until the end of her life. She also loved to cook and experiment with new recipes, took countless classes, and read voraciously over the years in her constant quest to learn and grow.

Always ready with an empathetic ear, JoAnne was a dear friend to so many, even during her darkest hours. The support she offered was loyal, loving and so much fun. She was articulate and a great conversationalist with a delightful and sometimes irreverent sense of humor. She positively impacted all those she knew with her smile and cheerful nature and was a bright star in the lives of her family, friends and all that were lucky enough to have her in their lives. JoAnne will be sorely missed.

Arrangements are by Harrison Family Mortuary in Aberdeen. Thoughts and sympathies can be left in the Book of Memories at harrisonfamilymortuary.com. Inurnment will be with her son at Fern Hill Cemetery in Aberdeen.

Continued on page 3.





JoAnne Sanford and Her Involvement with the Art League



Nominating Committee, left to right Karen Bush, John Luxton and JoAnne Sanford.

How Fast Things Can Change

This is not how I imagined this column would start. It is with a heavy heart that I am now dealing with the untimely passing of JoAnne Sanford. She has been a fixture of the Olympia Art League since I've been a member. She was a very accomplished artist and a friend to many of us. I know she will be greatly missed. I know I will miss seeing her amazing art and listening to her insights on watercolor. I hope you will join me in sending her family our thoughts and prayers.

As restrictions ease, I hope we can finally meet again in person soon. We will keep you posted. Our Zoom meetings have been an enjoyable and convenient way to keep in touch. It's been a great tool for keeping our support groups meeting and sharing art. I hope you will join us for the informal summer meetings to help keep our whole group connected.

Summer is almost here. With the lifting of some of the restrictions, there are those who wish to go out and paint. I will not be putting out a morning paint-out schedule. Almost all of our locations are either private homes or businesses with limited access to facilities. The time just isn't quite right for that, yet. For those of you who like plein air painting, there are plenty of public areas where you can safely enjoy painting—go for it. Share your art with us in the monthly presentations.



In the meantime, stay safe and keep creating art. I hope to see everyone in person very soon.

Rick

P.S. The picture shown is titled "Hanging On"—kind of how I feel.



JoAnne Sanford and Cal Capener consider a table easel at the art auction.



Linda Selsor, left, talking to JoAnne Sanford about her abstract piece on display at the OAL monthly meeting.



JoAnne coordinator for Joe Mac Kechnie workshop.



JoAnne talking to monthly OAL speaker.



Some of The Art Amigas after cleaning up!



Heather McDougall-Simons left and JoAnne.

May's speaker...

Becky Sciuлло



A wealth of information was shared by our May speaker, Becky Sciuлло, who discussed marketing strategies. She has a website with lots of information, and does one-on-one consulting also. Becky's web address is: becky@artist-advantage.com. She would love it if you would sign up for her free newsletter at this site.

Her presentation was very helpful! She offered considerable guidance and techniques to help bring attention to your site, and how to improve your outreach. Her approach takes little time and, in her experience, has had great results. She used three artists' stories as examples, and showed how her method was developed and used to increase exposure and sales for the artists.

She pointed out that now is a good time to build your business online. People are more comfortable buying online, and there are several systems that are easy to use and readily available. She discussed her preferences and methods.

To get started, Becky explained three elements that help you to promote your work. 1) Show up. This means shows, fairs, galleries etc. You make various contacts and are visible. 2) Be authentic. Create the art that you want to make, and that interests you. 3) Make connections. Send information/examples to organizations that would be interested. For example, Becky's father painted images related to bluegrass music because he plays bluegrass, and is interested in painting musicians. Contacts to a major bluegrass organization resulted in sales and commissions, as well as people interested in collecting his art.

To organize your efforts, she suggested using a blog-based system, and showed how it could be organized to your advantage, and require less time than you would expect. Her system has three basic components: 1) the central hub (blog); 2) your audience (who do you want to reach); 3) the channels (platforms such as Facebook, Instagram, Linked in, etc.)

The blog is the hub, the central component. Here, you organize your outreach, artwork for sale, art stories, your activities, and develop a relationship with your audience. Entries are made in a conversational manner and regularly updated. She emphasized that a dynamic website with stories about you and your process, are interesting to others, and help to bring people to your website. By using WordPress, or other platforms this information can be automatically distributed to other platforms.

The blog and associated platforms are used to reach your audience, as defined and developed by you for your work. Do your research; experiment with a purpose that targets people who you believe may be interested in your work rather than a scattergun approach. Find your audience by focusing on themes (landscape, still life), geography (regional interest), past purchasers, and e-commerce, for example. Even postal mail to appropriate entities can have positive results.

The various channels you use will direct people back to the website, the hub of your outreach. Use channels that make sense for your audience. Share the information systematically, and use a checklist to track your outreach. Relate stories, art news, and events you find interesting, as well as information about you.

Remember that you are in charge. This blog and associated channels are for you and your work. Also, tend to your site daily rather than waiting to dump a lot of information at one time. Ten to fifteen minutes daily can be very effective.

To help you practice this technique, she proposed some homework. Choose five pieces of your work. Once a day for five days, select a different work to write about and post it to your site. If you want to, Becky would love to see your posts.

Art Appreciation Book Group June Theme—Baroque/Dutch

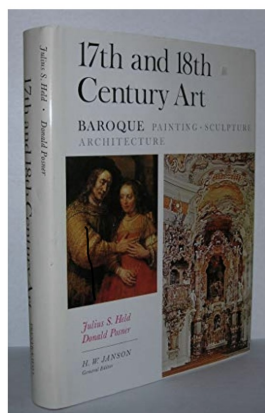
OAL Art Appreciation Book Group meets the first Thursday evening of every month from **6:30 PM to 8:30 PM**. The next meeting is June 3rd. The themes for the summer months are:

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

Each month, we read a book related to the month's theme and then compare notes at the meeting. You are free to read a book of your choosing related to the month's theme.

What are the characteristics of the June theme, Baroque/Dutch Art? It is characterized by great drama, rich, deep color, and intense light and dark shadows.

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



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: 4th Avenue Bridge, Olympia by Ineke Berhitoe



GETTING ACQUAINTED

Introducing...

Dennis Gough

Dennis has been a member of OAL for about 3 years. Although Dennis obtained a degree in Art Education, he had careers in radio and working with DSHS. During those years, art was put aside and life took priority.



Upon his retirement, Dennis had time to pursue his art. He turned to a medium that always intimidated

him...watercolor. Thanks to "You Tube" tutorials, Dennis was able to get the basics down. He attributes much of his growth to the OAL watercolor group as well as his friend, neighbor, and mentor...OAL's Jane King.

Dennis is inspired by the Pacific Northwest as well as his years of operating a farm. His subject matter usually focuses on our beautiful Pacific Northwest area, as well as present day Western themes.

Having done Watercolor for a little over 3 years, his style continues to develop and evolve. Dennis foresees his style remaining realistic in nature.



Contributed by Lindsey Ford

**NO NEWSLETTER FOR JULY AND AUGUST
DEADLINE FOR SEPTEMBER NEWSLETTER
MONDAY, AUGUST 23, 2021**

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

Artists Supplies For Sale

Several Blick heavy duty stretcher bars, 20 x 30 - great for large abstracts. Custom, handmade oil painting frames: 24 x 30, wholesale \$300 - now \$100. A 22K gilded 30 x 40 frame -wholesale price \$900, now \$500. Carrying cases for 12 x 16; and, 18 x 24 finished oil paintings. Contact Cal Capener at cccnac@msn.com, or 360 491-0704.

Kudos and shows

Dennis Gough's entry, shown here, was accepted into the Northwest Watercolor Society's Members 2021 Exhibition—WATERWORKS UNLIMITED. This was the



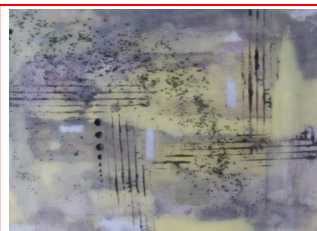
first time he has entered the NWWWS Members Exhibition. What an honor to be Accepted. Kudos to Dennis! The exhibition is available on the NWWWS Website: Waterworks - Members Exhibition

A follow up from the April Newsletter, **Celene Ryan's** painting "Lunchtime" as shown, won an Honorable Mention Award with the Northwest Watercolor Society's 2021 Members Exhibition!

Celene said, "she still needs to get accepted in one International show to become a Signature Member of NWWWS." The person in the painting is her sweetheart Henry Louie. They were out to lunch at his favorite traditional Chinese restaurant that he grew up going to with family when Celene snapped his photo.



Heather McDougall Simons, A new member of the Artists' Gallery, sold seven paintings which were on display at the Gallery in her first month of membership. This painting of the bear can be found on the Artists' Gallery website: theartistsgallery.com as part of April 2021 Gallery Tour.



Linda Selsor and Dennis Gough were invited by OAL artists Ruth Bravetti, Cora Eklund and Jane King to show their work with them at Hanson Motors. Art changes

there every two months, so drop by and see the offerings through June. Shown: right is Dennis Gough's watercolor and top an abstract of Linda Selsor's.



Northwest Pastel Society 35th Annual International Open Exhibition

The Northwest Pastel Society is having their open Exhibition now through June 26, 2021. The show can be seen at:

The American Art Company
1126 Broadway Plaza
Tacoma, Washington



There are 73 pieces shown from across the USA in the show. It is very exciting to see several paintings from Olympia artists. Congratulations to Marz Doerflinger, Jan Hansen, Deborah Henderson, and LaDonna Kruger. It is a beautiful show. Shown: Pastel painting by LaDonna Kruger.

Thurston County Fair 2021

The fair will run the last week of July to August 1st. There is an exhibition guide with rules and guidelines to follow on the Fair website. There are many different categories to enter your art into the fair. It is recommended that the work shown should be from the last 2 years. The intake for art will be on July 25th. Hanging the work and judging will be on July 26th and July 27th. The fair opens July 28th thru -August 1st. Art pick up will be August 2nd. Contact Diana Fairbanks about volunteering. There are many options for volunteer work and many hands are needed. Duties include judging, sitting with the art, possibly demonstrations and plein air painting during the fair. Please volunteer if you can.

Direct your questions about the Art Show to Diana at (360) 878-9529 or olyimages@comcast.net.



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: Meets the *third Monday* of each month throughout the summer. The next meeting is June 21st from 1:30 to 3:30 PM.

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



Shown: Abstract by Sherie Balko-Nation

Acrylic Group

Date & Time: Meets the *fourth Friday* of each month throughout the summer. The next meeting is June 25th from 1:00 to 3:00 PM.

Contact: Karla Fowler at nwnxart@comcast.net



Shown: "Buddy" by Martha Trupp

Drawing Group

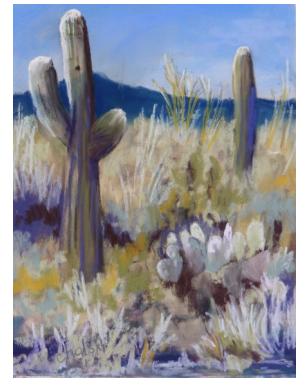
Date and Time: Meets the *second Monday* of each month throughout the summer. The next meeting is June 14th from 1:00 to 2:30 PM.

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

Pastel Group

Date & Time: Meets the *second Wednesday* of each month throughout the summer. The next meeting is June 9th at 9AM. Color for June is turquoise.

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



Shown: "I'm waving at you" by Ellen Cholaki

Watercolor Group

Date & Time: Meets the *second Friday* of each month throughout the summer. The next meeting is June 11th from 1:00 to 2:30 PM.

Contact: Ruth Fuller olymoly2@aol.com or (360) 413-1794 or Terri Johnson—mtjpublishers@msn.com or (360)280-4617



Shown: May Art Supply Challenge by Ruth Fuller
June Challenge is Buttons

Evening Plein Air For June 2021

Evening Plein Air sessions will start again on Thursday, June 3rd. The official start time is 6:30 PM, but many begin earlier to allow more time for their artwork.

June 3 Port of Olympia Northpoint Park
June 10 Tumwater Historical Park—lower parking area
June 17 Billy Frank Jr. Nisqually Wildlife Refuge
June 24 West Bay Park

Contact: Karen Bush at (206) 595-3317



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

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Membership Officer: Tony Lirette

Program Chair: Roxana Caples

Correspondence: April Works

Community Outreach: Teresa Marie Staal-Cowley

Recruiter: Roxana Caples

Art Workshops:

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 Day: Rick Drescher

Paint-Out Night For Summer: Karen Bush

Paint-In Night: Karen Bush

Support Groups:

Abstract: Linda Selsor

Acrylic: Karla Fowler

Drawing: Rick Drescher

Pastel: Lorna Sheveland

Watercolor: Ruth Fuller and Terri Johnson

Zoom Manager: Linda Selsor



Armory Building Offered to City of Olympia

The city of Olympia recently announced an important milestone in Olympia's thirty-year quest for a community arts center. The Governor approved in the 2021 WA State Budget, that the Military Department is directed to transfer the Olympia Armory at no cost to the City of Olympia, "for use as a community asset dedicated to using the arts to support community development, arts education, and economic development initiatives." The City has until May 30, 2023 to complete an agreement for the transfer of the building.

"A working vision is to repurpose the Olympia Armory for use as a Creative Campus—a cultural anchor for building community through the arts."

Contributed by: Terri Johnson



Bonsai Wok Art Change Out: If you are interested in showing your art, consider showing it at the Bonsai Wok, which is located at 408 Cleveland Ave. SE, Tumwater, behind the Safeway near the gas pumps. The next change out is on Saturday, June 5th at 10 AM. Meet in the parking lot with other OAL members to change out and hang new art.

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.

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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