



FCA NEWSLETTER



January, 2015

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President's Message

by Garry Kaye

Well, here we are in a brand new year. I hope you all had a wonderful holiday season. Myself, I (predictably) overindulged and will have to work off a few extra pounds.

Now that it is January, it's time to look ahead to the challenges of 2015. We have two shows scheduled, one in March at Edgemont, and one in May at Haysboro. We hope to be able to try a few things different at those shows, in an attempt to increase our sales. The executive will be considering new ideas for increasing sales, and ideas from the members are always welcome.

Speaking of the executive, it's not too early to look ahead to the chapter's Annual General Meeting in April. My own three year term as president comes to an end in April, and a new president will need to be elected. Any active member who has been with the chapter for over two years is eligible. Anyone interested should contact me.

Of course, we're always looking for fresh faces in the executive. The majority of the chapter's work and responsibilities have been handled by a small handful of people for a number of years, and it would be great if we could get new people involved.

The next general meeting is on Tuesday January 20th at Atlantis Framing. I hope you can make it.

Take care, everyone!



Important Dates

Kensington Art Supply & Instruction

Date:

Saturday **Jan. 17, 2015**

Time: **9:00 AM- 4:00 PM**

Mark Making Course

Date:

Saturday **Jan. 17, 2015**

Time: **9:00 AM- 4:00 PM**

Previous Workshops

Mixed Media Workshops



Lisa
Pouring Medium

Natalie
Image transfer and
Collage.



Previous Workshops

Demo Night with Ken Bourassa



Previous Workshops



Ken Bourassa did a demonstration using egg tempera and cold water. Ken described the history of how tempera was used throughout history . He also showed the group how to make the tempera.

Membership News



Expressive Mark Making Workshop with Kathleen Theriault

**Kensington Art Supply &
Instruction**

Make a mark and go from there! Learn to listen to your creative voice and follow the lead of your painting. Every mark you make is a mark made in the right direction to discovering your own unique style and expression. Experiment with mark making and create from a sketch, memory, still life or photo reference while continuing to develop and create your composition in either acrylic or oil.

Level: Intermediate

Instructor: Kathleen Theriault

Date: Saturday **Jan. 17, 2015**

Time: **9:00 AM- 4:00 PM**

Mark Making Course

In this eight week course you will have plenty of time to learn to listen to your creative voice and follow the lead of your painting. Every mark you make is a mark made in the right direction to discovering your own unique style and expression. acrylic or oil.

Level: Intermediate.

Instructor: Kathleen Theriault

Date: Saturday **Jan. 17, 2015** Time: **9:00 AM- 4:00 PM**

November Meeting Minutes

Federation of Canadian Artists – Calgary Chapter

General Monthly Meeting: Tuesday, November 18, 2014

Atlantis Framing

President, Garry Kaye, called the meeting to order at 7:09 PM.

- 1. Minutes of October Meeting.** Janie Lockwood moved that the Minutes be accepted as circulated. Motion seconded by Tami Hort. Passed.
- 2. Treasurer's Report.** Garry Kaye gave a brief report. The balance sheet now stands at \$100,000. This figure is the addition of this year's casino funds: \$69,000, our bank account: \$15,000 and our GIC: \$16,000. The recent Mad about Art Show on October 25 yielded sales of \$6,320.
- 3. Need for a New Treasurer.** Garry reiterated that Kathy Hildebrandt will be leaving the position of Treasurer in April, 2015. The search for a replacement continues. If one is not found, then some of the Calgary Chapter activities, such as Shows, will need to be shutdown. Kathy may put a job description in the next Newsletter to outline just what the duties of the Treasurer are. Kathy has the books in good shape and will be willing to help the new Treasurer through the initial phases of the job. The software and framework is all in place and it should be easy for a new person to step into the role. It was suggested that the option of finding an outside person to do the books if a replacement for Kathy is not found. Garry pointed out that in a case like this the Chapter would still need a Treasurer to interface with the outside person and oversee the work. An outside book keeper is not desirable but may need to be considered. The Executive will look at options over the next few months, but the situation is getting near a crisis.
- 4. Mad About Art Show.** Janie Lockwood reported that the show had a record high attendance, but unfortunately a record low in sales. Only 9 paintings sold. Several possibilities may be responsible for these numbers. First of all other art clubs in the city are facing the same situation. Sales of art have not picked up since the last recession in 2008 and the current low oil price environment is not helping.

November Meeting Minutes

There are also a large number of art shows in the city that may have resulted in a saturation of the art market. Also, parents brought their children to the show, making the attendance number artificially high, and children are not buyers of art.

A discussion of what to do the reverse this situation followed. It was recognized that we need to put on more of a show instead of being a place of entertainment and socializing. A major proposal was to remove the food table and viewer's choice award. However, one member indicated that the food table may cause people to stay longer. The entrance way into the show was quite cluttered and serious consideration will be made to move the food bank and other tables to another part of the room. Charitable donations were quite high though at this show.

It was identified that the members need to be more engaged with the attendees to sell not just their own art, but others as well. This needs to be done carefully as to not become overbearing. Also, a suggestion was made to set up each artist's paintings in one grouping as opposed to being all spread out throughout the show. This could reduce confusion so that attendees can focus on one artist's work at a time. It was emphasized that we need to attract more of the bigger buyers. We need to differentiate ourselves from the other organizations. We have a long interesting history, going back to the Group of Seven, and our shows are more professional as every show is a juried show to ensure quality. We are also part of a large Western Canadian art group as opposed to a community art group of a handful of artists. We need to promote our brand and history in our invitations. We also need to recognize our Signature Status members to promote our high status.

It was suggested that we advertise in magazines like Avenue, and that we invite people that have previously bought paintings at our shows. However, we already do have a mailing list. Another suggestion was to work with a retail gallery to raise our profile. The Executive have recently looked into an opportunity just like this and found that there would be a large work commitment as any sales would need to be run through our own machines. Also rent could be prohibitive and retail outlets typically demand a 50% commission. With the higher commission, we may need to consider raising our prices and this would not be desirable.

November Meeting Minutes

Another suggestion was to invite retail galleries to display some of their artists in our shows, thereby increasing the overall quality of the shows by bringing big name artists in. We could also do more demos and talks at our shows to improve the promotion of our work. More suggestions for improvements will be encouraged at future meetings.

Janie Lockwood indicated that she won't be at the next Show in March, but all of the organizing for it will be done before she leaves. However, we will need someone to step in to be there at the day of the show.

5. **Workshops and Programs.** Tami Hort reported that the next two Workshops by Lisa Roberts (Pouring Medium and Pebeo Acrylic Paint) and Natalie Kurzuk (Mixed Media and Photo Transfer) are ready to go November 22 and 23, 2014. Details of the workshops were in the last Newsletter. There will be no workshops in December, 2014. In January, 2015 there may be a workshop in encaustic with Ken Bourassa. February 20, 21, 22/2014 there will be a workshop by Alan Wylie – grisielle – studies and workshop. On March 21,22/2015 Chris Jordon – portraits and April 24,24,26,27/2015 by Andrew McDermott – pastel.

Bob McAllister briefly reviewed what he has in mind for programs following our General Meetings. He is planning on having more peer critiques as these proved to be popular in the past.

6. **Other Business.** Garry Kaye announced that Branko Marjanovic won the best artist Viewer's Choice award with 22 votes, and also best painting award for his painting Larches at Sunshine Meadows with 13 votes at the Mad About Art Show.

Two new members were present: Connie Kasinsky and Allyson Thain. There were also several guests that came to the meeting that are considering joining the Calgary Chapter.

There will be no meeting in December.

7. **Motion to Adjourn.** Moved by Shaun Gamache, seconded by Dianne Stewart. Meeting adjourned at 7:45 PM

Following the meeting Rex Beanland presented his workshop painting to Tami Hort as a door prize at our next show. Ken Bourassa then did a demo on egg tempera and cold wax.

Submitted by Ron Czemerer