

Next Meeting

Sunday
October 12th
3:00 p.m.

Beverly Boren
Demonstration

Meeting
Location

Royal Lane
Baptist Church
6707 Royal Lane
Dallas, TX 75230

President's Notes:

We viewed the images of the Pastel Society of America 2007 show at our September meeting after some "technical difficulties" with the power-point set-up. Bob Rohm and Garrett Middaugh had artwork in that show and Beth Shirley has a piece in the 2008 show that is being exhibited now in New York City. October's demonstration will be by Beverly Boren and a brief bio is in this edition. November will then be the annual show and reception in Fort Worth, and the Kaye Franklin workshop and demo at our regular meeting place.

I want to formally thank Marie Maines for transporting paintings from north Dallas to the Goodrich Gallery last May for our members show. We want to do the same thing for the Fort Worth show so if you can help, please let me know. Once the show exhibitors have been announced, I will try to pull this thing together. It might be a nice gesture if individuals not transporting paintings offer some "gas money" to the person who is. Also, for those living in the Dallas area, think about car-pooling to Fort Worth for the reception.

That being said, we are thankful for the donations being made to the church. We are so fortunate to have this venue and we thank Joanne Hawkins and the church for their generosity.

See you in October.
Janis Krendick, President PSSW



Simra Tariq was born on August 27th, 2008 and weighed 7lbs 2oz



Faisal Tariq (our Webmaster) with his family.

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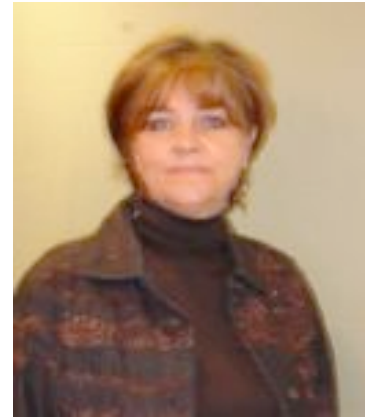
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Pasteller is the newsletter for the Pastel Society of the Southwest. It is published six times a year and coordinates with PSSW meetings and events. Please send news items (with PSSW in the subject) to Janis Krendick, asgood@verizon.net.

Deadlines: February 15
March 15
April 15
August 15
September 15
October 15

Beverly Boren -- October Demo

Beverly Boren is a professional artist with a studio located in Mt. Vernon, Texas where she actively pursues her career. She enjoys painting a variety of subject matter including florals, landscapes, figurative and portraits. She paints in oil, watercolor, pastels, and charcoal. Beverly is a signature member of the Outdoor Painters Society and has participated in selected exhibitions and won numerous awards. Most recently she won the still life award in the Graham, Texas "Art Splash". Below is an example of her work.



Kaye Franklin Workshop November 6, 7 and 8, 2008. Pre-Registration and deposit are required. Contact Robbie George at georger@ctesc.net or call 830-997-2067 for more information.

The workshop will be held at our regular meeting place – Royal Lane Baptist Church, 6707 Royal Lane, Dallas, TX 75230. This will be a studio experience.

Visit Kaye's site at www.kfranklin.com



Where and How to Sell Your Art

Tired of getting rejection envelopes back from galleries? We all know how frustrating that can be. But don't give up hope. There is another way.

Yes, one that you encounter every day. Where do people go? How many people that you know go into galleries every day? Not many I venture to say. You're an artist, creative, innovative, imaginative. Use these talents to determine new places to put your artwork on display.

You need to find 'ALTERNATIVE SPACE'. Look next door, down the street, around town. Take an afternoon off from painting and drive around, or walk around your town. What do you see? Alternative display space.

Your local cafe or restaurant, theater lobby, health club, Doctor's and Dentist's offices, are all alternative display spaces. And, people at these places are often more than happy to show your work for little or no commission. They benefit from the added ambiance and attention paid to their locations. Some will even go out of their way to stage parties just to present your work and put your name in their advertising.

The place to start might be at an establishment where you know the owner or one of the employees. They of course know you and your work, so they usually are more than happy to oblige.

Then you might check out the yellow pages. Call the locations that look interesting. Ask to come in and look at their space and get any feedback from the owner.

You might even want to get together with one or two other local artists to work out a schedule of rotation so you can keep new work in each location. This also increases the chance of sales and having work seen in several different locations.

Keep in mind that these alternative spaces probably won't insure your work so you'll have to carry your own. It is a good idea to have a short contract for both parties to sign with dates of exhibition and any commissions or other considerations mentioned.

Banks are also a great venue for an exhibit. They perceive displaying artwork as a form of good public relations and community service. It's also good publicity for them to bring people in, especially during the holidays. You can use these points when contacting the bank and making your pitch. Don't forget your local library. The library is visited by all types of people. Most don't even know they are in the 'market' for that 'special piece of art' that only you have, and here it is, right in the lobby of the library!

Remember to notify the local newspapers of your exhibition. Talk to the Arts Editor and remember to include a photo of yourself and two or three of your work that will be on display. Choose pieces that reproduce well in black and white.

An artist needs to get out of the studio and see and be seen. The more people you know, the more networking those people can do for you. Take any opportunity you have to give talks, classes, and workshops. These will ultimately lead to other display opportunities and more sales.

Thanks to: The Northwest Pastel Society Newsletter. Fall1999

Pat Sebern



“Founded in 1972 by Flora Giffuni, PSA is the oldest and most important Society in America. PSA is largely responsible for the current renaissance of pastels in American art. The Society’s outstanding annual exhibition at the National Arts Club in New York City is the premier event for pastel artists in the country and abroad.” (Taken from the PSA website)

Hummingbird Bush and White Bamboo
by Garrett Middaugh from PSA 2007 show

Don't forget, with your membership you can receive a 20% discount on regularly-priced items at Asel Art! (www.aselart.com).



**Bring one or two paintings with you to the meetings.
We are going to choose our favorite paintings for Asel Art Supply gift certificates!**

Winning Paintings for the Month of September



Pat Bailey, 2nd Place
\$15 gift certificate from Asel's



Connie Erickson, 1st Place
\$25 gift certificate from Asel's

IAPS Convention Catalogue Cover Competition Prospectus is available by contacting Anne Heywood, Chairperson, IAPS Convention Catalogue Cover Competition, P.O. Box 651, East Bridgewater, MA 02333-0651 or visiting www.pastelinternational.com. The deadline for entries is 10/10/08.

American Women Artists call for entries for 2008 National Juried Competition. On-Line submission only. Deadline October 1, 2008. www.americanwomenartists.org

International Association of Pastel Societies announces its 13th Exhibition at the Ventana Fine Art Gallery in Santa Fe June 4th – 8th, 2009. Slides due by March 19, 2009. See IAPS website for more details. Also, don't miss the 8th Biennial IAPS Convention in Albuquerque May 28-31st 2009.

The next paint-out at the Dallas Arboretum will run from Sept. 20th through Nov. 2nd. Artwork that is chosen will be on display at the arboretum during Dallas Blooms March 7th through April 14th, 2009. Contact Joyana Ijams for details at 214-515-6538.

All Media Online Competition presented by Artists Magazine. Grand Prize \$500, 7 First Place Awards \$100 each. Deadline November 3rd. See The Artists' Magazine online.

Art for the Bridge raises funds for the Bridge Breast network, a non-profit organization that links uninsured and underserved individuals to life saving diagnosis and breast cancer treatments. Ann Adams and Judy Maddox donated some of their art to this worthy fundraiser in September.

All About Uptown Festival Saturday September 27th from 11am – 11pm. Food, music and art. Fairmount will be blocked from McKinney Avenue to Cedar Springs for this event.

Our organization has a chance to have a members show at the Royal Lane Baptist Church where we meet in 2009. We need someone to organize this, so if you are interested, please contact Joanne Hawkins at 214-350-7257 or e-mail her at hhawkins3@tx.rr.com

Check ArtGroupsDFW for current announcements about art competitions, shows, etc. in the metroplex.

Art After 5 is a social organization that meets periodically for the benefit of art education. Contact John Yates at 214-642-4599 or e-mail him at john.yates@artafter5.org to learn more about this group.

Win a free 1-year subscription to *International Artist Magazine*

Name (please print) _____

Address _____ City _____ State _____ Zip _____

Send to:
 Pastel Society of the Southwest
 International Artist Drawing
 c/o Pat Sebern
 3508 Golden Aspen Drive
 Flower Mound, TX 75028

This must be mailed in to this address
 prior to the meeting!
 K. Krueger McDonald won a subscription
 at the September meeting!

Pastel Society
of the
Southwest

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Plano, TX 75025

webmaster@pssw.info

Faisal Tariq, Webmaster

PSSW Calendar

2008

Sept 14	PSA Powerpoint	2007 Show
Oct 12	Beverly Boren	Demonstration
Nov 6 - 8	Kaye Franklin	Workshop
Nov 9	Kaye Franklin	Demonstration

2009

March 8	Marie Maines	Demonstration
April 12	Judy Pelt	Demonstration
May 17	To Be Determined	

Beasley's Fine Art Photography

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