



*And who'd be doin' us the favor of these paintings anyway?*



## New Member Corner

Welcome all new members!

So pleased you've joined us. We'd love to get to know you and your work. To better facilitate this, new members are encouraged to send us a few sentences about yourself: including your Village now, if you are a full or part-time Villager, what city/state/country you are from, your preferred art media, and a sentence or two about what or who inspires you to create. Please include a photo of your work and a head shot of yourself that we could include in an upcoming Newsletter. Please email information to Sally LaBaugh at [sallylabaugh@gmail.com](mailto:sallylabaugh@gmail.com) within 2 weeks of joining. If you have questions, please call Sally at 502-500-0160.

## This Month's Program

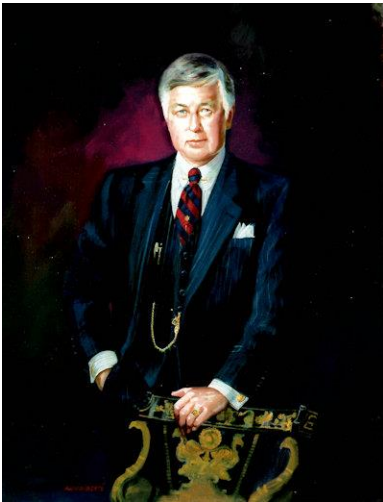


A native of Springfield, Massachusetts, **June Allard-Berté** is one of the country's leading portraitists. As a young woman, June began her artistic career as a fashion illustrator for major New York department stores and magazines. A very personal epiphany and the enduring encouragement and inspiration from friends and family turned her focus toward drawings and paintings of children and animals. Her brilliantly expressive artwork has partnered perfectly with her passion to author children's books.





For this meeting, June will be working a portrait in pastel, bringing her more relaxed and loose approach to portraiture.



June's portraits vividly capture the subject's self-expression: the gravitas of the CEO, the affection of a mother to her son, or the innocence of the child. We are fortunate to have such an incredibly talented artist to provide her insights.

COUNTRY QUILT  
1986  
PASTEL  
36" x 49"  
COLLECTION OF  
PELLINGTON GAL-  
LERIES, COLUMBUS,  
OH

*This pastel, of a Swedish model who posed for me at our home, was painted in a realistic yet painterly manner. She posed for me in the sun, and the work was done à la prima, in part, on a wonderful kind of pastel board that used to be made for Dan Greene by Canson.*



BRIANA  
1990  
PASTEL  
32" x 29"  
COLLECTION OF THE  
ARTIST

*This was created as a pastel portrait sample for Portraits South. I felt my subject was at a wonderful age, and it was an opportunity to paint in pastels – another example of investing in self, risking the work without having an actual buyer for the piece.*



*Editor's Note: These last two portraits are examples of June's pastel work published in the book "Being An Artist" featuring the lives and works of prominent artists.*



## Spotlight on You



This month's spotlight shines on Vivian Knoll Chaska.

My early years were spent on a farm in southeastern North Dakota. After graduating from high school, I attended business college and then located to Fargo, North Dakota. I married, raised three daughters and worked as a secretary at a Federal research laboratory for 40 years.

We retired to The Villages in 1995. After living here for about 7 years and turning 70, I found I needed a purpose so I enrolled in several art courses. I learned the basics from Jeanne Willette in a

decorative art class and then, after taking several other art courses, I enrolled in a watercolor class taught by Jan Ramsey. I was hooked on watercolor and have never looked back.

I joined both the Visual Arts Association and The Villages Art League around 2004. My volunteer duties have included helping with the refreshments at the VAA and VAL, the LaGalleria show, The Annex show, and served as the editor for the VAL newsletter for 5 years.





# Scholarship News

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**The 2018 Scholarship Applications will close on March 17<sup>th</sup>.** Graduating seniors from Marion, Sumter and Lake Counties who have applied with us will have their transcripts, bio information and Art CDs carefully reviewed. The most qualified candidates will then become finalists, and present their art and background stories in person. It's a thorough process that helps us find the BEST!

**You will get to meet our winners and see their work at a debut celebration in April. We are working on an updated program, live entertainment and a special brunch. In addition a new & valuable surprise (for adult members ) will be drawn!**

## THE ART SCHOLAR SHOWER

Members.....If you have gently used or new art supplies that you are not using and would like to donate....our team is again preparing art gift bags for the 2018 winners. Thanks to early deliveries, we have enough art books already....but paints, drawing media, canvases, sketchbooks, brushes etc. are always appreciated. We will have a table at the March Meeting for donations.

In the Entertainment Department

VAA Scholarship is again partnering with the Rialto Theater in Spanish Springs to bring members some terrific new International Art Films. These will be **starting March 28th** with a beautiful film on The Italian, scenic **artist Canaletto, who made Venice famous!** Look for VAA Announcements giving additional dates and times. Featured movies will showcase Canaletto, Hockney, Cezanne, Van Gogh, and Claude Monet. What a great opportunity to see world class art, and help our Scholarship cause!

Also, thank you for the support of the KC Productions, sponsored show of “**EVITA**” at the Savannah Center in March. **Evenings are sold out, but matinee tickets remain for Mar. 20 – 22<sup>nd</sup>** . Don't miss out they are going fast!

Looking forward to seeing all of you at our March Meeting, and join us to welcome our new Art Scholars in April!

Helen Poor and The VAA Scholarship Team 352 561 4474

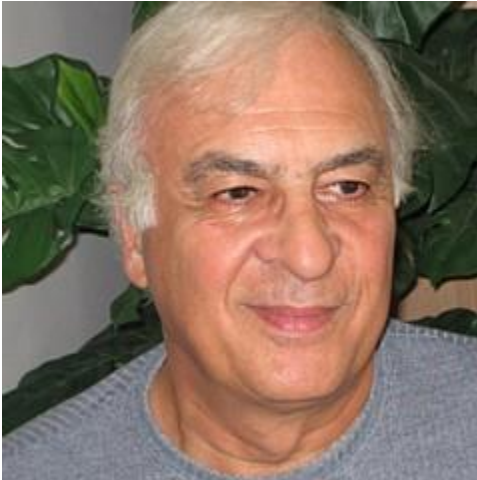


KC Productions presents EVITA, directed by and starring Broadway's Alex Santoriello as Che and Dawn DiNome & Mary Jo Vitale, as Evita at different performances. EVITA is the crowning dramatic achievement of Andrew Lloyd Webber and Tim Rice. Winner of eight Tony Awards, including best musical. EVITA is among the most passionate productions in musical theater history.

For more information visit: <http://www.kcproductionsvillages.com/evita/>



## Banner Artist Reveal



Last month's banner art is but a brief glimpse into the gallery of beauty created by Frank Zampardi. Frank is a retired art instructor/artist who taught for over 30 years in Central New York. After retiring in 1998, Frank began creating works of art focusing on drawing personalized portraits and wildlife subjects.

While residing in New York State, his works received numerous awards in; The Central New York Adirondack Art Shows, Central New York Arts Council, The Utica,



New York Art Association, the New York State Fair Wildlife Exhibit at the New York State Fair and the prestigious Munson-Williams Art Museum Exhibits.



His works have appeared in The McKenzie Gallery in Corning, N.Y., The Smithey and Cooperstown Galleries in Cooperstown, N.Y. His works appeared in a One Person Art Show at the 531 Art Gallery in St.

Petersburg, Florida and at the Appleton Museum in Ocala, Florida.

Frank has garnered numerous art awards in The Villages, Florida and has had two of his works published in "Strokes of Genius 5", published by North Light Books.

He has expertise in two-dimensional media, taught at the Lifelong Learning College and presently teaches with The Enrichment Academy in The Villages, Florida.

He is an active member and past president of the Visual Arts Association, The Villages Art League, The Colored Pencil Painters Guild and The Wet and Wild Watercolor Painters club. He is frequently asked to demonstrate and lecture at various art organizations and has been a juror for area art shows. In addition, he has been the leader of the "Jump-Start" artists group for the past ten years.

His works can be viewed on [frankzampardifineartist.com](http://frankzampardifineartist.com) and Fine Art America.



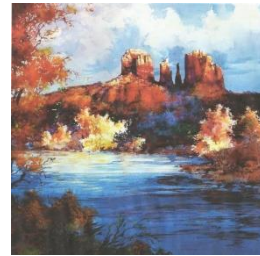
# Events & Opportunities

**Villages Art Workshops** has the following Nationally Known Artists presenting classes and seminars in March:

**Susan Tregay** March 12-15 – Watercolor – “Fresh Paths: Five Steps To Successful Paintings”, Fee \$415



**Tom Lynch** March 27-28-29 - "Watercolor Secrets Revealed", Fee \$335



For more details on all demos and classes visit [www.villageartworkshops.com](http://www.villageartworkshops.com) or contact Bev Hennessy 352-572-5317 or [bbaug97@aol.com](mailto:bbaug97@aol.com)

**Frank Zampardi** has the following classes scheduled:

**"Luminous Landscape Painting in Pastel" with an emphasis on Underpainting".** Wednesday, Apr.4-May 16, 2018, 9:30-12:00 at Bradenton Rec Center, Royal Palm Room.

**"Advanced Pencil Drawing".** Thursday, April 5-May 10, 11:30-1:30, Captiva Rec Center, Starfish room.

**"Colored Pencil Florals and Birds".** Thursday, August 2-September 6, 12:00-2:00, Captiva Rec Center, Starfish room.

**"Reversal Colored Pencil II".** August 7-September 11, 12:30-3:00, Lake Miona Rec Center, Stars & Stripes room.

Every Monday from 1:00 to 3:00, **Frank Zampardi** hosts **Jump Start** at Seabreeze Recreation Center., A great opportunity to get help on your next 2d masterpiece, regardless of medium. At 3:00, Frank's focus turns to portraiture, concentrating on drawing.



## SPRING JUBILEE

### COLORED PENCIL PAINTERS GUILD SPRING JUBILEE

Saturday, March 17, 2018

Colony Cottage Recreation Center  
510 Colony Blvd., The Villages, FL  
(Route 466A & Morse Blvd)  
9:00 a.m. until 3:00 p.m.

The Colored Pencil Painters Guild is proud to announce its  
sixth annual SHOW and SALE.

demonstrations  
art raffle  
door prizes  
live music

Purchase a beautiful piece of artwork.

Admission is free

Join us at Colony Cottage on St Patrick's Day. The Jubilee features the work of talented artists, music, 45-minute demonstrations of various colored pencil techniques, raffles and door prizes.

Dennis Kaminski, owner of DK Art Supply in Leesburg will have an array of art stuff and will answer questions about art supplies. Stefan Lohrer, area representative for Caren d'Ache, will demo their products and will raffle off a set of Museum Aquarelle pencils.



## Artists 'Round The Square

**April 8<sup>th</sup>**

**Lake Sumter Landing**

**1:00 to 4:00**

**Download applications from  
the web site.**

**Complete and send to Nan Kohr,  
1375 Fort Lawn Loop  
The Villages, FL 32162**





## Featured



## Artist



Lynne Stavedahl and her husband moved to The Villages in July, 2004 from Minnesota. Lynne's career was split between working at the corporate office of Target Stores in merchandising and the corporate office of Ameriprise Financial in communications.

She always had a desire to become a potter, but her work schedule and class offerings in Twin Cities area did not make that possible. After moving to The Villages she visited the Clayer's Club at Mulberry Recreation Center to inquire about membership. All pottery clubs in TV require prior experience or a beginner's class at the Lifelong Learning College. She signed-up at the LLLC and was introduced to making "art out of mud." Most of the class sessions were focused on hand building with a

short time on the wheel. The wheel was what she wanted so she set out to find a studio that offered semi-private classes. After traveling an hour each way for a series of classes, she decided it was time to focus on her own technique for throwing. As in other media, different artists use a slightly different technique. She purchased a couple DVD's and used youtube.com for her education. It wasn't long before she purchased a wheel to have in her garage so she could practice whenever the mood struck – and didn't have to clean up the mess every time!

Lynne's focus is mostly on functional pottery – using glazes and trimming techniques to make them more attractive than your store bought item. She has also made several garden totem poles that you may have seen in various yards around TV.

Lynne also belong to the Villages Woodworker's Club and enjoys turning on the lathe and making small furniture items for their home.

She has participated in many of the VAA art shows that show 3-D and has volunteered at the shows that don't. She also audited the club's treasury register for the past 3 years.

Aside from pottery, Lynne enjoys playing bridge, pickleball, golf, traveling and spending time with family both here and when she and her husband travel back to Minnesota – however, they are full-time residents – as is their darling dog Jazzy!





# Photo Frame

Maureen Therrien, award-winning master of the digital arts, is this month's Photo Frame focus.



I caught the photography bug in 2005 but didn't actually start creating 'photo art' until moving to The Villages and joining the Photo Club and the VAA in 2010.

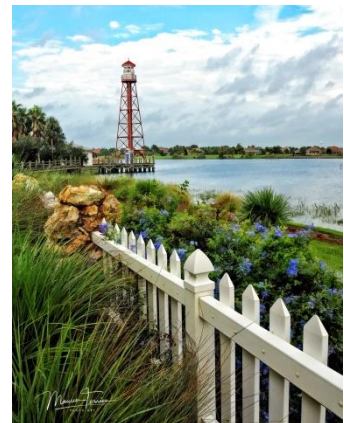
My art isn't about capturing a moment in time - it's about showing the art in life. The beauty that is in the extraordinary and even the ordinary, from the striking majesty of an egret in flight to the brilliance of a village street. It's a passion that drives me to create art that is vibrant with the colors of life. Art is everywhere. It's what inspires me to take a photograph of something that is already beautiful and then transform it to look like a painting. Every photo artist has their own unique style. I hope you enjoy mine!



*Family*



*Anhinga*



*Lighthouse*



# Tips 'n Hacks

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## **Tips for Selling Art – by Maria Downton**

The following tips are to aid in selling at art shows. There are certainly other venues like galleries and online websites, but these are not the focus of this article. To successfully sell your art consider the following.

### **Let your customers get to know you**

Talk about your work and yourself. Educate them about the process. Show them your passion for your work. Remember not to go overboard! It should be a conversation where you talk and then you listen. By getting to know you and your work, the customers become closer to a piece. This can result in an art piece meaning more to them.

### **Know your customers**

Find out what customers like about your work. Engage them in conversation to explore what they are looking for – is the piece for a certain room, do they like certain colors. This may lead you to determine that they like fall colors, they like landscapes, or they like abstract art. Treat both new customers and repeat customers in the same polite and professional manner.

### **Have business cards and/or a website (or Facebook page)**

Business cards will allow customers to contact you regarding future work or commissioned work. Make sure the card reflects your art and is professional looking. This will jog their memory once they take the card home.

A website (or Facebook page) would allow people to see your latest work. You can advertise about up and coming shows. A website would also allow customers to look at your work for possible commissioned work. Make sure the photos of your work are professional looking. This will also be useful if you sell note cards or prints.

### **Setup to sell**

When setting up your booth or table, ensure that the items are at least hip high. If customers have to look down to the ground, then they might miss a good painting or piece. Elevate your work by adding risers to the table legs or by adding riser boxes or stands on top of the table. Arrange pieces so they catch the eyes of the passersby. You can arrange items by categories or like items (e.g. group pieces by smalls, mediums and large items).

### **Diversify your selling items**

Along with paintings or artwork add note cards, prints, framed and unframed paintings/prints or other representations of your art. You might consider using different surfaces for your artwork (e.g. paint on metal, Plexiglas or Masonite board). Also consider varying sizes. All of these measures will attract customers who are looking to spend a little to those looking to spend a lot. There are several options, but don't overwhelm your table. This will make it difficult for customers to make up their minds. Keep it simple with some diversity. You may need to experiment to find out what items your customers like.

### **Set your prices based on the market and piece**

Your pricing should reflect your item. A framed painting is going to have a higher price than a print. Find out what your local market will bear. Be sure to sell at the same price across all selling venues.

These measures can help in making a sale and building your customer base. Before your next art show, start planning for success. Happy Creating!





# Bulletin Board



PO Box 1655  
Lady Lake, FL 32158-1655  
[visualartsassociation.com](http://visualartsassociation.com)

## CALENDAR AT A GLANCE

**Friday, March 16**

9:00am

[VAA Board Meeting](#)

10:30am

[VAA General Meeting](#)

**Saturday, March 31**

5:00pm

[Newsletter Deadline](#)

**Sunday, April 8**

1:00pm

[ARTS Lake Sumter](#)

**Friday, April 20**

10:30am

[VAA General Meeting](#)

**Saturday, May 5**

8:30am

[Annex Show](#)

**Friday, May 18**

10:30am

[VAA General Meeting](#)

**Saturday, June 9**

8:30am

[La Galleria Exhibit Hanging](#)

**Friday, June 15**

10:30am

[VAA General Meeting](#)

## VAA Executive Board

President	Nan Kohr	<a href="mailto:kohr240@hotmail.com">kohr240@hotmail.com</a>
Vice President	Jack Otilige	<a href="mailto:jackott@thevillages.net">jackott@thevillages.net</a>
Secretary	Marilyn Wright	<a href="mailto:marilynwr555@comcast.net">marilynwr555@comcast.net</a>
Treasurer	Maria Downton	<a href="mailto:riadownt@gmail.com">riadownt@gmail.com</a>

## Past Presidents

Lee Asta  
Marge McQuestion  
Frank Zampardi

## Appointed Members

Connie Giacobbe  
Wendy Lahey  
Helen Poor  
Bobbi Ruben  
Dianne Weekley

**Next Meeting**  
**April 20<sup>th</sup> @ 10:30**  
**Ricardo Montalban Room**  
**La Hacienda Recreation Center**

*Newsletter Editor*

*Jack Otilige*  
[jackott@thevillages.net](mailto:jackott@thevillages.net)

**CPPG Annual Jubilee**  
CPPG Annual Show and Sale  
March 17<sup>th</sup>  
Colony Plaza Rec Center

**Music, Demonstrations, Prizes**

