

Banner artists revealed inside

The President's Message

Good Morning! It's 6:30, I've had my second cup of coffee and I'm ready to face the day. This is going to be a short letter mainly because I just sent you a memo and have very little else to tell you.

This is one strange year. Trying to have a meeting opens so many questions. Not being a computer person, the idea of trying to present programs on Zoom is frightening to me. So I'm super happy that we will be allowed to meet in person on **October 9th** at Sea Breeze! The meeting starts at 1:00 so please get there at 12:30 or 12:45 to get signed in. I know some of you will be paying your dues of \$15.00. Please download your paperwork and have either correct cash or a check ready to keep the process moving smoothly. Please be watchful for an email after October 5th just in case they decide not to open up at that time. Hope to see you all on the 9th!

With the cancellation of our October show and Nan's Celebration on Creativity, I know we are a bit more that discouraged. But this too shall pass. Hopefully.

The T.V. art show was rebroadcast on Sept. 22 thru Sept 23 and many were able to see the wonderful art displayed by our talented members.

This is a reminder that our first monthly **Challenge Art** is due by October 8. Next month's theme (for October) will be **Harvest Moon** or **Villages Skylines**.

Stay healthy, happy and enjoy the beauty around you.

Barb Justice, President



Reminder:

Submit/Renew your Annual Dues of \$15

[Download](#) the Membership/Renewal form from our Website

Mail form with check payable to VAA to:

Janeen Whetstone

3420 Ridgewood Path

The Villages, FL 32163

NOTE: Dues must be paid by October meeting date (Oct 9)

In order to participate in any VAA Event!

Once paid, you are eligible

New Members



Susie Schreiber

Phone: 740-407-7383

Email:

schreiber.susie86@gmail.com

“I moved to the village of Santo Domingo permanently in January 2020 and have been



painting for over 45 years growing and learning new information to enrich my communication on paper. Water-media intrigues my creativity the most. Creating images on paper is a never-ending wealth of imagination, experimentation and entertainment for the viewer.

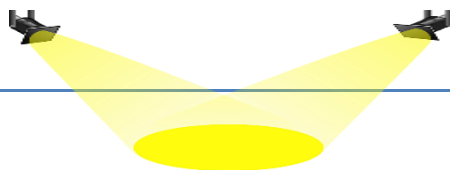
Transparent and opaque paints, crayons, collage or acrylic are my desired materials. Many works start with an old painting by briskly placing brushstrokes over other images looking for conceptualized subjects to appear. Once the new image appears, I then complete the triangle until I am satisfied with the creation of marks and color.”



Susie is a signature member of both the Ohio and Central Ohio Watercolor Societies. She has studied with and is inspired by many nationally known artists. An experienced instructor at all levels, Susie will offer *Design Principal and Composition* at the Hibiscus Rec Center starting in November 2020.



Spotlight on You



Dore Via Dumas was born in Richmond, Virginia and has moved over 48 times. She is number two of four girls, the daughter of an Air Force Lt. Colonel and a mother who studied at the Memphis Art Academy. Throughout her travels she learned to appreciate many kinds of art. In high school, she failed art because she didn't want to make her pictures "exactly" like the teacher's. With much help from her mother, she found her own voice. After trying a variety of media, she took a

pottery class and discovered her true calling. She could be dirty and not get in trouble and she could make all the things she had been making out of mud as a child.



As a single mother of two children, Dore traveled around Florida, Kansas, and Alabama selling in art shows and selling to shops and galleries and wholesale in the Merchandise Mart in Dallas, winning numerous awards for her work. She also taught pottery to children. Years later, she attended the University of South Alabama and received her B.S. in Special Education and a Master's of Information and Library Science at the



University of Southern Mississippi. Throughout her teaching career she continued to make her pottery and was a Master Potter at Dollywood in Sevierville, Tennessee.



Another medium that interested her was mosaics. As a teenager, she lived in Italy where she visited Spilembergo Mosaic School and fell in love with the color and texture of the glass. Later in life she decided to learn about mosaics. She is a self-taught mosaic artist.

After retiring from teaching, Dore moved to The Villages and joined the Mulberry Clayers and Sculptors and the Small Wonders Miniature Club. She incorporates pottery with miniatures and creates tiny worlds. She also belongs to the VAL, VAA, Tennessee club and the Belle Aire Society.



In July, 2016, Dore went to Certaldo, Italy, for ten days to study animal sculpture. On returning, she shared her knowledge and experiences with the Mulberry Clayers and Sculpture Club.

Her philosophy is to have fun and create things that give her joy and to remember “there are no mistakes in art, only creative opportunities”.



Banner Artists Revealed

Painting #1	"Underwater Manatees" Watercolor	Martha Ayotte
Painting #2	"Feminine Mystique" Pastel	Lois Kamp
Painting #3	"Red Maple" Acrylic	Judi Roach

NEW - Online Art Challenge

VAA is challenging members to a monthly online art contest! Submit your entry, which should be NEW art created during the month's challenge in line with the stated theme, by the 8th of the following month. Submit to Cheri Ptacek at vaanews@yahoo.com. *(Submissions will also be accepted at Cheri's personal email, but using this new email will ensure your submission will be seen.)*

September art challenge theme is **"Fall"** and deadline to submit is October 8.

Next month's theme will be "Harvest Moon" or "Villages Skyline," to be submitted by November 8.

Please read the [RULES on the VAA website](#). Be sure to vote as soon as possible after submissions are posted on the 9th of the month so that your opinion is counted! Votes will be tallied on the 15th of each month. Ribbons will be given to first, second and third place. All submissions (with artist names) will be published once winners are determined. Winners' creations will be posted in the following newsletter as Banner Art.

Finally We Will be Meeting!

Yes, we are finally able to get together on **Friday, October 9th**! Meeting starts at 1:00. Come early (doors open at 12:30).

Susan Donohoe will be presenting her painting demonstration for the Florida Watercolor Society Annual Convention last week (which was all virtual this year).

No beverages or food will be available. Please bring your own.



Photo Frame



MARIA A. GONZALEZ



I was born and raised in Caracas, Venezuela. I moved to Western Massachusetts to pursue my education and have lived in The Villages for almost 6 years. I became interested in photography in the early 1980's while working as a travel agent. My learning process began with black and white photography, which I developed myself. The opportunity to capture beauty while traveling to Europe, South America, and The Caribbean, with a "point and shoot" camera, took me to the next level.

While living in New England, I transitioned to 35mm photography, which allowed me to capture nature and landscapes of the four seasons. The beautiful colors of Spring and Fall took me places I could only dream of before. This instilled a passion for nature photography, which I have experienced across the United States.

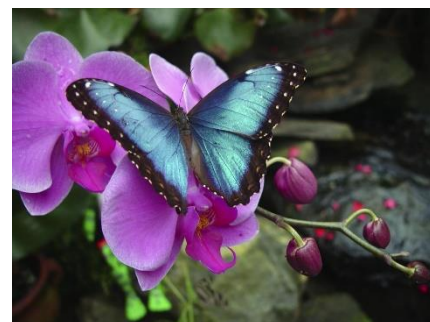


As resident photographer for Magic Wings Butterfly Conservatory and Gardens, my photography was focused on butterflies, moths, and numerous creatures living in the conservatory. In 2019, we took a road trip of a lifetime. We drove 15,000 miles from Florida to Alaska, and back. I was able to photograph beautiful national parks, mountains,

glaciers and wildlife in the U.S. and Canada. It was a photographer's dream.



I enjoy living in The Villages and love photographing the birds and beautiful sunsets.





Conversations

With Martha Ayotte



Send your topic suggestions for
Conversations to Martha at
mayotte22@aol.com

Selling Your Artwork

The Villages is a great community for artists; not only does it have a wealth of classes to better our skills, but it is a great place to sell our artwork. Some of you are not interested in selling, but I've tried to list some tips to help you begin selling or sell more for those of you who are. I have geared this article towards painting, but it can apply to artists using other mediums.

Most importantly, know who your customer is, whether you are selling in The Villages or outside. Permanent residents buy to decorate their homes, whereas seasonal residents or visitors probably purchase art to take home with them or buy as gifts. Most will buy art that inspires meaning or a feeling or rekindling a memory from their past.

What painting subjects will sell the most?

"Art Business Today" has published data on what paintings sell best. I've listed them here in order of sales amount.

- Traditional landscapes
- Local views
- Modern or semi-abstract landscapes
- Abstracts
- Dogs
- Figure studies (excluding nudes)
- Seascapes, harbors, and beach scenes
- Wildlife
- Impressionistic landscapes
- Nudes (Not allowed in The Villages)

Christie's and Sotheby's both agree that red is the most desirable and sought-after color, followed by white, blue, yellow, green, and black. They believe blue will be the next hot color.

Here is a list of painting mediums in order of sales. (I think this is based on where you are selling and the type of customer)

- Limited-edition offset-litho prints
- Limited-edition giclée prints
- Open-edition offset-litho prints
- Original Oil and acrylic paintings



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- Original Watercolors
 - Artists' original prints (e.g., etchings and engravings)
 - Open-edition giclée prints

Give the artwork a title!

Take some time to decide on a good title. Sometimes a good title can help sell your art! Reflect on your feelings when you created the art and think about what you want to share with your audience. How does the painting make you feel? Maybe even name it after the center of interest!

Johannes Vermeer's "Girl with a Pearl Earring" draws the viewers' attention right to the earring. Sometimes a title can tell the audience what to look at in a painting, as in Georgia O'Keeffe's painting, "Calla Lily Turned Away."

Suppose you have a painting of a dog on the beach. If you named it "Best Friend," it would have one meaning. If you named it "Abandoned," it would create a whole other meaning for some people. Brainstorm ideas and write them down. Ask friends and family for ideas. Look for inspiration in poems or Quotes or translate a title into another language.

Originals or Prints?

Decide if you want to sell just originals, prints or both. I mat all my art, add backboard and put them in clear plastic bags. Acid free is the best, as to not ruin your paintings over time. Check the show's rules for labels. The VAA wants you to use specific labels for your price tag and title. Make sure the price stands out, and label your work "print" or "original".

Decide how you are going to make prints. If you are going to print them yourself you will need a large format printer, preferably Epson. If using Epson paper with Epson ink the prints are considered archival, meaning they will last over 100 years. Tell this to your customers. You will also need a good camera that will take high quality, high density photos. The more pixels, the larger you can print. In addition, you'll need software to crop your photos to size before printing. If you decide to have someone else make your prints, you will need to bring your original paintings to the printer or take your own photos, crop them the right size and bring them to a printing store on a SD card or thumb drive.

What size painting should I sell?

That all depends on the customer. Smaller size paintings usually sell for less, and therefore sell more often. Depending on the customer, if they are buying something to hang on the wall, they probably would prefer a larger painting, so I would sell both. Keep the price of the larger paintings within reason.



What Price?

Pricing is one of the most frequent questions we have when selling our art. Consider what it cost you to create the art. You want to stay profitable. Other things to consider are your audience and what they can afford or are willing to spend. Also consider your level of experience, the quality of your art, what your competitors charge and your past sales prices.

Setting Up

Go to a show first! Look at how other artists set up and show their art. Some artists have elaborate easels and display boards, and some use tables and small easels. Talk to the artists to get ideas, and check out their prices. Some type of table cloth is usually a must. This keeps everything neat, and you can store things under the table, out of sight. Put your best paintings forward to draw customers over!

Stay Organized

Keep a log of the art you sell along with the price you sold it for. This will help you the next show. Business cards are essential in case a buyer wants to contact you or view your website. Print a painting on a small card with your information on the back, and hand them out. Everyone likes freebies. They will find you next show!

Day of Show

Greet your customers when they come to your table, but try not to be overbearing. Some customers just like to browse on their own. If a person is particularly interested in a specific piece, explain or tell a story about the work. It gives the art meaning. Be flexible with payment methods. You should be able to take credit cards. Have different size bags for buyers, or you may want to order some. You can even offer shipping.

When you paint, you usually have one of three things in mind. You want to paint something to sell, you want to enter it in competition, or you just want to paint something that inspires you, something you love. I believe you should put your heart into art and paint what you love. If you sell it, excellent! That will help deter the cost of supplies so you can paint more!



Scholarship News

Fall is officially here and the Schools in our three county area are open with a variety of models to get students learning, and we hope creating! It is no easy year to be an art teacher or an educator at any level. It remains the goal of The Visual Art Assoc. to support the regional HS Art Programs in any way we can, and again offer Scholarships to deserving seniors in the Spring of 2021. We will find a way to continue our tradition and mission for the 17th year.

Please remember.... time, creative ideas, financial gifts & artistic donations make the VAA Art Scholarships possible. We know can we count on you!

Hope you enjoyed the beautiful work of over 70 of our artists on Sept. 22nd & 23rd that was featured on Villages TV Channel 2, and that it helps promote both the VAA and our Scholarship cause. The VAA has again been invited to do a later fall TV Exhibit with new pieces of art for the Station. Autumn themes will be especially welcomed. Look for details / updates on that.....very soon. **Photographer/designer Dave Boege** will again coordinate and assemble your images for this 2nd on air show.

Right now we are looking ahead to our first Scholarship Fundraiser taking place soon.

On Oct. 22nd . **VAA Scholarship and Patchingtons** Clothing is hosting a **Wine Tasting and Fashion Show at 1:00 PM at the Corkscrew Winery..... Main St. in Spanish Springs.** This rustic and fun location is a great place to relax, see friends and support our cause. Some wonderful wine samples and blends will be available. The outfits will be geared for the Villages life style, and great fashion discounts can be obtained by attendees. Due to Social distancing and Villages guidelines only 25 guests can attend this event. **Entrance fee will be \$10.00 for members & guests. Tickets will go fast so look for the Send Out following this article and mail in reservation form.** Also, If you have art work or a fall themed raffle piece you would like to donate for this event.... please contact the number below.....and THANK YOU in advance.

Our artistic partners, The Villages Movie Entertainment Group and KC Productions are eager to join with us for collaborations in the upcoming season. At this writing no stage or movie venues or calendars have been finalized due to current closings. As soon as things open and programs are in place.....we will put out notices and dates.

We continue to ask for ideas & help! If you have suggestions, know of opportunities or a fund raising venuedo let us know. **Look for our future announcements and Oct. send outs coming soon.**
Be patient, stay well, and keep making GREAT ART !



SCHOLARSHIP

FALL WINE TASTING & FASHION SHOW

To benefit The VAA Art Scholarship Fund

The Visual Art Association. and its Scholarship Fund would like to invite you to a Casual Wine Tasting and Fashion Show At the rustic Corkscrew Winery on Main St. in Spanish Springs. Co Host will be Patchingtons Fashions, also of Spanish Springs.

EVENT TIME1:00 PM THURS. OCT. 22nd

Wonderful wine samples will be available. See the newest Villages fall fashions, enjoy Art and Raffle items and an opportunity to relax and get out with friends. Due to current restrictions..... there will be a limit of 25 guests. The donation for attending is \$10.00 per person. Checks should be made out to the VAA Scholarship Fund. Reserved Tickets will be given out at the door on Oct. 22nd

Write your name and guest names below:

_____ **\$ 10.00**

_____ **\$ 10.00**

*** Please read the following for the benefit of our hosts and the VAA

By attending this Fund Raising Event you and any guests voluntarily assume all risks related to Covid exposure . You agree not to hold the VAA Art Organization, its board or its members and our hosts liable for any potential illness incurred.

We ask that masks and social distancing rules be observed and Villages guidelines be followed.

THANK YOU for your understanding & Co-operation in these challenging times.

Print out form.... mail w/check To:

Mrs. Billie Edwards
453 Feliu Run (Mission Hills)
The Villages, FL 32162



Events & Opportunities

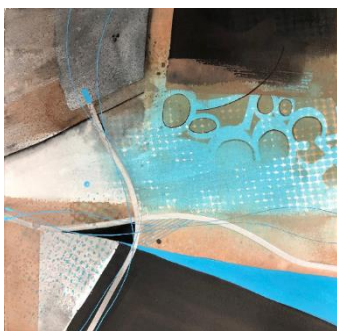
From Bev Hennessy and Wanda Boyd, Village Art Center

We are so excited to have a very special offer for Anne Abgott's workshop scheduled for October 5 - 7! You can register for three days at \$359 OR you can register for one day or two days of your choice at \$125 per day. Day 1 is a fun shelf of blue shoes, day 2 is a beach scene with umbrellas, and day 3 is a crystal bowl filled with flowers.

Anne will supply you with the design and her expert guidance from start to finish. This is an offer that you can not refuse! For this special offer call Bev at 352-572-5317 or email her at bbaug97@aol.com and let her know which days/images interest you. Or you can visit villageartworkshops.com and download the registration form and send it in.



After Anne we have another fantastic artist, Libit Jones, scheduled for October 12 - 14. Libit's superpower is showing you how to use opaque watercolors to transform an unfinished painting or a failed painting into something creative and dynamic. Libit's personality ensures you will have a joyous class filled with lots of fun and laughter. Libit's workshop fee is \$316. You can download the registration form to send in with payment at <http://www.villageartworkshops.com>





Next up is perennial favorite Jane Slivka, coming on October 20 and 21 to teach us all how to "Paint with Less Restraint" in her acrylic workshop. Jane's workshop fee is \$220. You can download the registration form to send in with payment at www.villageartworkshops.com.

Last up for October is Gene Rizzo, scheduled for October 26 and 27. Gene is bringing something a little different this year, a reference painting called "The Patio". Gene's workshop fee is \$225 plus a \$7.50 supply fee. You can download the registration form to send in with payment at <http://www.villageartworkshops.com>. There are only five seats left in this workshop, so you might want to call Bev today at 352-572-5317 or email her at bbaug97@aol.com if you are interested.

Bev and Wanda have teamed up with Tom Jones to bring you an outstanding deal! Tom has agreed to break his three-day workshop (Nov. 9 – 11) up into three one-day workshops AND he is bringing all the watercolors and paper you need to complete each day.

In addition, Tom will have drawings for prizes and he is bringing some art supplies for sale to us at special prices. If you sign up for one day the fee will be \$118; if you sign up for all three days, the fee is \$334, a savings of \$20.

Day one will be a Florida landscape scene, day two will be a crashing wave scene, and day three Tom will teach you how to paint a street scene.



This is a wonderful opportunity you don't want to miss, so call Wanda today to register!

Don't forget: masks are mandatory at Village Art Center. We also provide an extremely safe environment by doing temperature checks at the door, spacing tables for 6' social distancing, sanitizing the room at the end of each day, and suspending drinks and food sharing. We also open the doors at lunch to bring in fresh air. We want you to feel safe and secure taking a class at Village Art Center!



Bulletin Board



PO Box 1655
Lady Lake, FL 32158-1655

visualartsassociation.com

CALENDAR AT A GLANCE

Friday, October 9, 1:00
General Meeting

October 8 deadline *
Online Art Challenge

Friday, November 6, 1:00
General Meeting

November 8 deadline *
Online Art Challenge

Friday, December 4, 1:00
General Meeting

December 8 deadline *
Online Art Challenge

January 8, 2021 *
Online Art Challenge

Sunday, January 10, 2021 *
ARTS at Spanish Springs

Saturday, February 6, 2021 *
Winter Show

* *indicates show or exhibit activity*

VAA Executive Board

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Martha Ayotte, Conversations
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Cheri Ptacek, Editor
ptace002@umn.edu

Next Meeting

October 9th

1:00 pm

Arrive early

Bring your dues payment
(download form on our website)