

Central Indiana Artists

Encouraging the Arts in all forms to everyone!

February 2010 Newsletter | www.centralindianaartists.com

Central Indiana Artists, Inc.
A Non-Profit Organization



P.O. Box 54
Danville, IN 46123

President
Cindy Cradler

Vice-President
Karen Pedevilla

Treasurer
Peg Cawthorn

Secretary
Becky Troutman

From the President

Thank you to all who attended our January meeting. I was pleased with the number and especially pleased with the enthusiasm that I saw. I hope to make this a very eventful and informative year and I hope you all will feel you can communicate with me at any time.

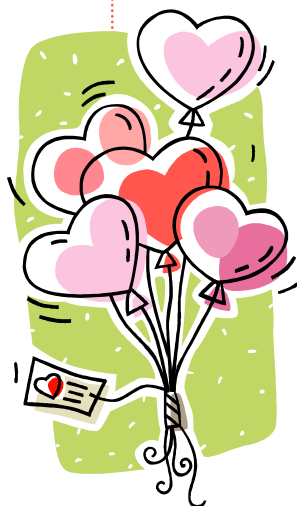
The Spring Show Brochure was discussed and thanks to you all, I have some revisions in the works. Watch for it to come out soon!

Our February meeting will be a "Show and Tell" meeting. Please come and bring some of your work to share with the group. I would like to encourage everyone to say something about their art (only a brief 3-5 minutes), but if you are uncomfortable doing so, please come anyway so we can see what kind of artwork each other creates.

I am working on getting someone to come to our meetings to talk about marketing on "Etsy" as well as someone to speak on photographing your artwork and how to frame your art. I hope to find someone to help us understand more of the business side of being an artist as well. If there is a particular topic you would like to hear about this year, please let me know. I can always be reached at my home email of cradlerc@sbcglobal.net or call me at (317) 852-1813.

Thanks again and I look forward to seeing many of you on February 15, 2010 at Avon Town Hall, 7p.m.

Cindy Cradler
2010 President



NEXT MEETING:

Monday, February 15, 2010
Avon Tall Hall
7 p.m.

PROGRAM:

Show and Tell!

Secretary's Report

*Central Indiana Artist Meeting
January 18, 2010*

The meeting was called to order at 7:04 pm

The new president, Cindy Cradler, introduced herself and had each of the new officers introduce themselves and give a small biography.

The new officers for the upcoming 2010 year are:

President, Cindy Cradler

Vice President, Karen Pedevilla

Treasurer, Peg Cawthorn

Secretary, Becky Troutman

We then had each of the members present introduce themselves and give their working medium

Treasurer's Report:

Peg Cawthorn gave the treasurers report. In 2009 we had \$8,047.27 in the bank. Income in the form of dues was \$255.00. There were no expenses reported. Total cash in bank for 2009 was \$8,302.27. A motion to accept the Treasurer's report was made by Alice Lee and seconded by Joan Kisner. The motion passed. The budget for 2010 will be presented at the February meeting.

Secretary's Report:

The CIA's last meeting minutes were from October and approved at brief informational meeting before the pitch-in in November. There was no December meeting.

Committee Reports:

Cindy Cradler is again spear heading the **Spring Show**. She asked for volunteers to help with the planning and set up, tear down. The dates for the show are as follows:

Sunday April 18, 2010: Art delivered to Town Hall, display rack set up and art work hanging

Monday, April 19, 2010: Judging

Tuesday, April 20th, 2010: Reception with refreshments in Town Hall

Wednesday - Saturday April 21- 24: Show open to public

Friday, April 23: evening hours open for ArtsGo!

Saturday, April 24: 10 am to 4 pm open for ArtsGo!

Sunday, April 25: Artwork released and clean up

The application for a grant from Avon for the Spring Show will be filed in February by Cindy Cradler and Peg Cawthorn. There were questions posed concerning the professional and non-professional categories. It was decided that the brochure from last year's Spring Art show would be sent to members.

Members would then need to comment on changes desired so a final draft could be done. Members were encouraged to make comments as soon as possible so the brochure could be printed and made available for distribution.

Display Opportunities:

Becky Troutman reported on display opportunities at the Citizens Banks in Avon and Plainfield.

She made a call for art to be hung in 2 month increments through out the year starting with February and March.

Monthly Meeting Programs:

Susan Bott was in charge of the CIA monthly meeting programs in 2009. She was not present at this meeting. Cindy will contact her to see if she still wants to head this committee. Cindy also said we would start using regular mail and calling in addition to emails to communicate with members and try and keep them informed as to what is going on with our group.

Refreshments:

Alice Lee is our refreshments coordinator. There is a sign up for future meetings. She asked for 2 members per meeting to bring snacks. CIA provides coffee and tea/hot chocolate for beverages.

Website:

Francie Metschke heads up our CIA website. She asked if someone would volunteer to take photos of our on going events so she would have access to the pictures for posting on the website. She is providing links for artists in our group to use as a direct connect to the CIA website and their own personal website. She also would like to provide links to other art related activities as they come to her attention. Members were asked to let her know what's happening so she can post them on the webpage.

Newsletter:

Connie Wagner asks that information to be posted in the newsletter be sent to her by the first of each month. It was decided that the CIA newsletter will try to feature one of its members each month with photo and work description.

Old Business:

The group had a discussion on timing deadlines for dues and the Spring Show entries.

It was decided that the February 28th deadline would remain the same for this year. That means it is imperative that the brochure go out as soon as possible.

New Business:

No new business.

(continued on page 3)

(continued from page 2)

Announcements:

It was announced the annual gathering meeting for the HCAC will be Monday January 25 at 6:30 pm at the Gallery on the Square in Danville. This is a non-traditional meeting with intro to officers. The next CIA meeting will be Monday, February 15 at the Avon Town Hall. It will be Show and Tell meeting. Members are encouraged to bring some of their work with business cards to let fellow members know what a talented and diverse group of artist we are.

Open Discussion:

Karen Pedevilla will help to start the "Featured Artist" section in our newsletter.

Alice Lee suggested we concentrate on the Spring Show with the new officers and not spread ourselves too thin doing a Fall Show.

Francie Metschke offered the fall show needs to be more inclusive with its categories.

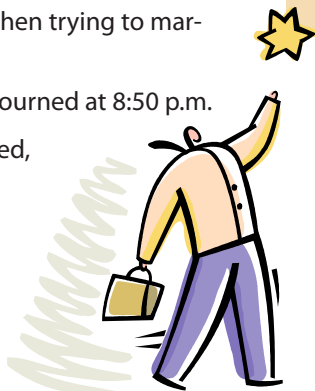
Other ideas for the fall show were brought forth such as changing the date and changing the venue. Several places were proposed as possible show sites, the new Brownsburg Town Hall gym, hotel rental rooms and the Marriot in downtown Indianapolis.

Cindy mentioned another idea for the meeting programs this year. We should incorporate information about "Art Marketing" or the business side of selling artwork. The business side of selling art was definitely a subject worth pursuing. The meeting ended with Karen and Cindy sharing titles of a few books that they found helpful when trying to market their art work.

The meeting was adjourned at 8:50 p.m.

Respectfully submitted,

Becky Troutman
Secretary



Great Stuff from the Meeting!

Web Sites

Business Ownership Initiative

www.businessownership.org

The Business Ownership Initiative of Indiana (BOI) helps people create and develop their own small businesses. BOI is the only nonprofit agency of its kind in central Indiana — no other agency does what BOI does. BOI serves 10 counties: Marion, Hamilton, Hancock, Shelby, Johnson, Brown, Morgan, Hendricks, Putnam and Boone.

BOI's bottom line is to get people into businesses that generate income to support them and their families. The organization works on the premise that starting a business ought to be an opportunity that is available to everyone.

Self Employment - From Dream to Reality

This is a workbook from Business Owner's Initiative

Books

I'd Rather be in the Studio

Alyson Stanfield

www.idratherbeinthestudio.com

"Starving" to Successful

J. Jason Horejs

The fine artist's guide to getting into galleries and selling more art
www.xanadugallery.com/book

Search for these two titles on www.amazon.com

The Savvy Crafters Guide to Success

Sandra McCall

Start and Run a Craft Business

Has a marketing tools CD

William G. Hynes

Central Indiana Artists, Inc. Membership Form

- *Central Indiana Artists annual dues are only \$15.*
- *With your membership you will be added to the email distribution list, which will keep you up-to-date on Central Indiana Artists news.*
- *You will be included in the membership directory*
- *You will also receive a discount on entry fees for our Spring Art Show.*
- *By attending our monthly meetings you will be able to learn about other opportunities to display your work, calls for entries, and workshops.*

Please make checks payable to:
Central Indiana Artists, Inc.

Print out application and mail with payment to:
Central Indiana Artists, Inc.
P.O. Box 54
Danville, IN 46123

Name: _____

Address: _____

City/State: _____

Zip Code: _____

Phone: _____

E-mail: _____

Websiteaddress: _____

What medium or mediums do you use or would like to learn more about?

Do you have any skills you would be willing to share with us?

It takes the whole village to put on good art shows. Would you be available to volunteer for the:

Spring Art Show yes no

Fall Art Show yes no

About Central Indiana Artists

Central Indiana Artists is a not-for-profit corporation which began in 1953 as the Hendricks County Art League. Our goal is to bring together persons interested in

- ✘ art appreciation
- ✘ provide a forum for learning
- ✘ promote art culture in the community
- ✘ and encourage excellence in artistic achievement by providing art exhibits and special shows.

Monthly meetings are held on the third Monday of the month at 7 p.m. at the Avon Town Hall.