



New Hampshire Chapter Newsletter

Vol. XV No. 1

March 2009

Behind the Scenes

Gail Smuda, Artist/Juror, Shares Observations and Tips About Juried Exhibitions

by Gail Smuda

(with a brief introduction from the Editor)

“Why didn’t I get in?” You submitted your best work, you got the application in on time, your piece clearly fits the show’s theme, you dotted your i’s and crossed your t’s, and still your work was turned down ... how come? The insights of founding chapter member Gail Smuda help demystify the jurying process and take us beyond the miserable, erroneous assumption we typically make: my work stinks! We can trust Gail to give us the skinny: Gail Smuda is an accomplished artist, teacher, juror, curator, and former employee of a variety of non-profits who has lived in New Hampshire for 30 years. Thank you, Gail, for sharing your wealth of experience with us!



Gail Smuda: “Italian Views”

Juried exhibitions can and often do provoke the ire of those who apply. Whether the fees are too high or the response too far off, artist complaints arise mostly out of not understanding the process involved. Yes, it would be nice if there were a universal standard, but not only is it unlikely, but (for the most part) it is impossible to find agreement on the criteria for acceptance or for putting together a show.

Let’s look at the various parts of the typical prospectus:

Jurying fees: These are usually set by the venue and can reflect an effort to cover actual costs or, in some cases, make money for the venue. Costs include the printing and mailing of the prospectus. Many venues prefer to post the information on the Internet and allow the potential participants to download that informa-

tion, but there are normally still printing fees involved. Sometimes posters inviting submissions are printed and distributed to places such as art schools or art centers. There are always promotional mailings entailing printing and postal fees.

Jurying fees also cover the expenses created in actually hanging the show, whether staff needs to be paid or volunteers need to be directed by staff members. There are supplies, such as hanging materials. All of this takes time and money. Remember that someone needs to unpack work as well as pack up and send shipped work at the end of the exhibition. Of course, the juror needs to be paid. This can run from “typical” fees, around \$350 to \$500, to additional expenses for putting up an out-of-town high profile juror.

Venue criteria: This is where it gets tricky. Among the things to be considered is space. Usually the venue will tell the juror how many pieces are typical for the space. It doesn’t do anyone any good to have 100 wonderful pieces of work when there is really only wall space for 50. Next, what is the “slant” of the venue? Some venues love traditional landscapes and realism, some are tilted towards conceptual work, and so forth. This extends

beyond the parameters already set by the call for certain kinds of work in the prospectus. You may be entering a fiber show or a photography show, but even in those exhibitions that are more open there can still be a “type” or style of work that is typical for that venue.

The juror’s sense of balance may be that he/she likes to have a very eclectic mix or the juror may prefer a very specific “look” to the exhibition. How the individual art works “speak” to each other in a show—through color, style, size, subject matter, etc.— is very important and cannot be predicted by the submitting artist (or by the juror, for that matter). Assembling a show is an organic process.

Decisions are subjective and can also be random. As a student I was selected for an exhibition that only had 15 pieces chosen. The juror was then told he needed to be more inclusive and the show ended up having 63 pieces in it! Things happen.

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President's Message: Deborah Skinner-Perez



Dear Members,
Wow! Membership renewal is at an all time high! We currently have 89 active members in our New Hampshire chapter. This is amazing, but not surpris-

ing when I reflect on all of the incredible shows, events, and speakers that are part of our chapter's cooperative accomplishments.

Since my last letter urging members to step forward to fill various positions on the board, we have had no leads or calls. My own term ends at the fall meeting, traditionally held in November. The need for a Vice President is critical. Because of this I am asking for volunteers to form a search committee so that WCA/NH will continue to flourish and exist. This committee will be asked to search for not only the current Vice President, but also board members

to fill all positions that will become open in November. Some current board members will stay on for another term, while others will continue to serve the WCA/NH chapter in various other ways and act as support for the new board members added. Please contact me if you can dedicate yourself to this cause of finding board members who will help shape the goals of WCA/NH, its exhibits, themes, finances, activities, conferences, and so much more. Come to a monthly board meeting (open to everyone) and get a feel for what it's all about or just call or email if you are interested in becoming part of this search committee. I can't say this emphatically enough: **We need you!**

Be sure to join us for our upcoming Spring Meeting, to be held at the law offices of Rath, Young and Pignatelli in Concord, NH on April 18 from 10 am to 2 pm. Thank you, Sandy and Ken Bartholomew, for arranging this comfortable location for us.

Figure It Out at New Hampshire Institute of Art was an amazing show, with two surprise awards presented to artists for their exemplary work (congratulations,

Pat Desmarais and Susan Lirakis!) and the prospect of further joint ventures with the Institute. Please congratulate Edie Weiler and the Exhibitions Committee on their incredible work on *Figure It Out* and all the other wonderful upcoming exhibits planned for 2009. Have a datebook handy as you read through the newsletter—we've got so much happening this spring!

Sincerely,

Debbie

Deborah J. Skinner Perez

2009 Spring Meeting

Saturday, April 18, 2009
10 am–2 pm

Conference Room of
Rath, Young and Pignatelli, PC
One Capitol Plaza
Concord, NH 03302-1500
(visit www.rathlaw.com
for directions)

Pot luck lunch, speaker, connecting,
and support for the entire WCA/NH
membership.

Keeping the Vision: WCA/NH at Mill Brook Gallery

by Edith Weiler

To be a "Vision Keeper" is a great responsibility, but I think all would agree that WCA/NH artists did the title proud at *Vision Keepers*, our last juried show of 2008 that ran from November 14–December 24, 2008 at Mill Brook Gallery and Sculpture Garden in Concord. We are so grateful to Pam Tarbell, our generous gallery host and juror of the exhibit. Her active membership in WCA/NH as an artist, gallery owner, and mentor is a great gift to us all.

Pam told me, "I was very impressed with the wide range of art work exhibited and the great depth of talent by WCA's membership. It made for a diverse and exciting show." The Sunday afternoon reception was enjoyed by the many artists and visitors who attended. Mill Brook Gallery is in a beautiful setting; if you didn't catch the show, make a point to visit sometime (www.themillbrookgallery.com). Several artists made sales.

Thanks to everyone who participated in and supported this wonderful show!

The WCA New Hampshire Chapter Newsletter is published quarterly in March, June, September, and December by the Women's Caucus for Art/New Hampshire Chapter.

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Editor: Susi Richardson
Design: Marcia Santore

Please send submissions to Susi and photo JPEG files to Marcia. See the Board list on page 3 for contact information. Submissions are due on the 1st of the month prior to publication (February 1, May 1, August 1, November 1).



"Story Keeper" by Sandy Bartholomew—one of the many striking pieces included in *Vision Keepers* at Mill Brook Gallery.

Figure It Out NHIA Show is a Class Act

by Edith Weiler

The WCA/NH 2009 exhibition calendar started the year out with high marks from the New Hampshire Institute of Art, host to WCA/NH's juried exhibition *Figure it Out*, which ran from January 21–February 10, 2009. At the opening reception both artists Pat Desmarais and Susan Lirakis received “honorable mention” gift certificate awards towards either a class at NHIA or purchases at the NHIA Camera Shop and Art Supply Store. (The Institute store is located next to the Amherst Street Gallery.) Awards and comments were given by Alison Williams, Gallery Director, and Patrick McCay, Academic Dean and Juror. Both praised the high quality of work entered by all, and commented on how pleased they were with the overall results of the exhibit. Patrick McCay was

enamored with the opportunity to judge such a dominant field of female artists, and felt all artists who entered were courageous. McCay also mentioned that he was glad to come to know WCA/NH and took pleasure in working with such a keen range of art, from the traditional to the distinctly different.

Artists Davida Cook, Pat Davis, and Natacha Sochat were featured in the NH Sunday News on January 25, 2009 in the Art & Entertainment/Gallery Walks section. *Figure It Out* also received press in a number of other statewide and local papers. That speaks volumes for WCA/NH!



Artwork by Laura Morrison (above) and Donna Catanzaro (right). Top right, Alison Williams and Patrick McCay.



What also speaks volumes is that NHIA has invited WCA/NH back to hold a speaker program for students starting classes this coming fall. WCA/NH will be working closely with NHIA to create a program promoting WCA/NH by having

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PLEASE VOLUNTEER!

2d Vice President—Open

PLEASE VOLUNTEER!

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Exhibitions Corner

by Edith Weiler

The WCA/NH Exhibitions Committee has been working hard! We have some great exhibitions coming up and we encourage everyone to enter and participate!



Flowers Interpreted is back for spring 2009! The **Epsom Public Library** is a new facility with contemporary updates, yet has the warm feel of welcome and shared inspirations. The building provides a lovely fireplace and sitting room and has lots of space to enjoy everything the library has to offer. Each month, Epsom Library volunteer Leigh English puts together fascinating exhibitions highlighting artists from all over New Hampshire.

Show Dates: March 20–May 2, 2009

Opening Reception: Friday, March 20, 2009, 5–7 pm. Members are welcome to bring small finger foods for the reception. There is a kitchenette! Come early and help set up!

This show is invitational for WCA/NH members. The theme speaks for itself: what an enjoyable way to start spring through art! Flowers bring a smile to the face and soften the soul.

Please review entry and prospectus carefully!

A Note About Entry Forms

Members will notice several new statements added at the end of each entry form to read, understand, and sign:

“I understand WCA/NH cannot take responsibility for lost or damaged artwork. I understand my commitment to enter and will contact Edith Weiler if, for any reason, I cannot participate.

“I understand my submitted image(s) may be used for postcard design and/or promoting WCA/NH in any way. If not, please write NO on the dotted line _ _ _ _ Thank you.”

As always, members know that great care, respect, and responsibility are given to member artwork while in the hands of WCA/NH volunteers and venues. The added lines are simply the artist’s understanding and honoring of the commitment to enter, and permission for possible use of images submitted for use on postcards or promotional articles when applicable.

If for any reason, members cannot fulfill their commitment when entering a show, WCA/NH asks you contact the Exhibition Coordinator. Please keep in mind, WCA/NH represents you, and YOU represent WCA/NH. Understandably, a no-show for drop-off is frustrating for those volunteers or venues waiting for the listed artwork to arrive. No questions will be asked if you can’t participate as expected, but the common courtesy of communication is kindly expected of all entrants. Thank you!

“Alone we can do so little.
Together we can do so much.”

Helen Keller

Resurgence



The theme of this upcoming show is a broad expression of the life of the earth after winter, a coming forth, or rising again.

Emporium Framing and Art Gallery

261 Main St.

South Berwick, ME 03908

(Only minutes away from downtown Dover, NH)

Juror: Suzanne Pretty, mixed media artist and gallery owner.

Show Dates: April 10–June 12, 2009.

Opening Reception: Saturday, May 30, 2009 1–3 pm.

Outdoor Bistro Reception, weather permitting. A fun and different kind of reception is in store for members, with their family and friends in mind! Artists are welcome to bring light finger food.

Please review entry and prospectus carefully!

More Exhibitions Are on the Way!

A juried exhibition at **The Derryfield School** in Manchester and our **9th Annual Signature 6 x 6 Holiday Exhibition** are also in the works ... watch for details!

Figure It Out, continued from page 3

members and students interact through art, including some serious play! We will be seeking volunteers, especially those members who can contribute to a speaking engagement. This is a great opportunity for WCA/NH considering that NHIA is growing rapidly; in fact, the campus expansion represents 38 percent of the metropolitan development growth for the Manchester-Nashua area.

Special thanks to NHIA for their hospitality and for exhibition donations to WCA/NH! Our personal thanks also to Alison Williams and her gallery helpers, Rebecca LeRochers and Liz Elenwood. Both NHIA and WCA/NH look forward to continuing to work together.

Figure It Out Artists: Deborah Billings, Donna Catanzaro, Debra Claffey, Davida Cook, Carol Currier, Liz D’Amico, Pat Davis, Patricia Desmarais, Daniela Edstrom, Kathryn Field, Phyllis Hofman, Susan Lirakis, Melissa McCarthy, Elaine Morrison, Laura Morrison, Kendra O’Donnell, Lynne W. Rand, Ann Saunderson, Deborah J. Skinner-Perez, Natacha Sochat, Jennifer Swett, Audrey V. Sylvester, Pamela R. Tarbell, Edith C. Weiler, Sue Whitaker.



Fun with WCA/NH!

Art Night on the Town! Friday, March 20, 2009

We'll start out in Epsom, NH for the Opening Reception of WCA/NH's *Flowers Interpreted*, sure to be a great time. Epsom Public Library, 1606 Dover Road (Rte. 4), Epsom, NH 03234, 5-7 pm.

Next, come on over to the Red River Theatre in Concord for a special WCA/NH fundraiser screening of *Resistance*, a fascinating video collage that showcases video artists from around the world, created by WCA/NH member C.M. Judge. She'll be on hand to introduce us to the project. Red River Theatre, 11 S. Main St., Concord, NH 03301. Screening at 7:30 pm.

Tickets are \$10 per person and will be available at the theatre at the time of the show. So bring some family, bring some friends—make a night of it! Can't wait to see you there!

For more information, contact Diana Talbot at dianastephenstalbot@yahoo.com.

Art Party: Spirit Jars & Vases Sunday March 29, 3-5 pm

Welcome the spring with a fun playshop!

Anne Boedecker is generously organizing and hosting our next WCA/NH Art Party. In case you hadn't heard, our summer Art Party altering pizza boxes was a tremendous success. We all had the greatest time! Anne's enticing theme promises another great day of making art with friends.

Here's what to expect: Using hand-made paper, images, fibers, and other embellishments you can imbue a jar and/or vase with your own playful spirit. Materials will be provided, but feel free to bring your own images and/or embellishments.

Where: 4 Clearview Drive, Bow, NH
RSVP: Anne Boedecker 225-6472 or ALBPHD@aol.com

Art parties are a fantastic way to introduce potential new members to our chapter. Bring a friend—or two! Please be certain to RSVP so that Anne can prepare materials and space.

4th Annual Fiddles & Food WCA/NH Art Scholarship Fundraiser Parish House, Canterbury, NH May 16, 2009, 6 pm

Come one, come all for a scrumptious homemade lasagna dinner made by Fran Blazon, former President and lasagna maker extraordinaire. And for dessert, yummy ice cream from Arnie's.

Speed the Plough will provide our fiddling entertainment. This ensemble of talented musicians has regrouped after 20 years and their playing is better than ever. (Check out www.speedtheplough.com for a preview.)

If that weren't enticement enough, there will also be a great raffle of artwork donated by WCA/NH members. All this for just \$10 per adult and \$5 per child!

It's always a fun, satisfying evening spent among friends, and what easier way could there be to donate to the WCA/NH annual Art Scholarship Fund than by eating lasagna, toe tapping, and winning artwork!

For more information call Janet King at 227-9989 or email threezebras@yahoo.com.

ATC Trades

by Pat Davis

The "Women: Conventional, Unconventional" theme drew traders from New Hampshire, Massachusetts, and Arkansas! What a creative set of cards!

Mark your calendar and spread the word about our trades for the rest of 2009. Here is the schedule:

WINGS due April 3
OCEAN due June 5
PETS due September 1
RED due December 1

Remember to send me six cards, 2 1/2" by 3 1/2" in size, signed and dated on the back, and include a self-addressed stamped envelope.

Send entries to:

Pat Davis
514 Buck St.
Pembroke, NH 03275-3054

I will keep one of your cards for the archive and send five back to you.

The Central Massachusetts Chapter of WCA includes the words "for trade only" or "not for sale" on the back of each card. Traditionally, ATCs are not for sale, although you can find them for sale on the Internet. ATCs that are sold are known as ACEOs, or Art Cards, Editions and Originals. (Check out www.art-cards.org for more information.) True ATC buffs, however, stick to the original intent



Artist's Trading Cards by Pat Davis, Susan Lirakis, and Sheila Denoncourt

of trading only. So, if you want to reinforce that purpose, you might include the reminder "for trade only" or "not for sale" on the backs of your cards.

Record-breaking 6 x 6!

by Pat Desmarais

It's a wrap! Our *8th Annual Signature 6 x 6 Holiday Exhibition* came to a close on December 18, 2008. For five weeks we had 144 panels displayed at Interior Additions on N. Main St. in Concord, NH, where holiday shoppers enjoyed the exhibit so much that it was kept up a few days past the closing date. Having the show in a retail setting was a change, but we think shop owners Tom and Elizabeth Hitchcock would agree that it was a wonderfully successful experiment. Thirty-six artists participated in the show and 15 of the artists sold at least one panel. Twenty-six panels sold in all, for a total of \$1,716. We broke our 6 x 6 record, ladies!

Our single, large block of panels took center stage amidst the lovely variety of home décor items at Interior Additions. The hanging team did a beautiful job creating a harmonious flow of color, media, and themes. (Thank you, Carol Currier, Laura Morrison, and Edie Weiler!) What a range of subject matter! From bright koi to cabbage heart to fairies, we were dancing and dreaming. Scenery ranged from Tuscany to Suncook, from a frosty blizzard to sunflowers and sandcastles. Found object collages shared space with photos printed on canvas and watercolors; abstract studies of color and shape hung beside portraits and landscapes. The exhibit wall was filled with imaginative and engaging art.

A big thank you to all the artists who participated: Bette Abdu, Julie Aste, Sandra Bartholomew, Janice Basiletti, Donna Catanzaro, Donna Conroy-LaBoeuf, Carol Currier, Elizabeth D'Amico, Pat Davis, Pat Desmarais, Daniela Edstrom, Kathy Freeburn, Claudette Gammon, Linda Graham, Phyllis Hofman, Janet King, Jeanne Lachance, Susan Lirakis, Heidi Little, Kathie Lovett, Melissa McCarthy, Janice Metzger, Elaine Morrison, Laura Morrison, Kendra O'Donnell, Lynn Rand, Liza Richardson, Susi Richardson, Deborah Russell, Cilla Sheehan, Debbie Skinner-Perez, Deborah Swasey, Jennifer Swett, Lizz Van Saun, Edith Weiler, and Tamara White.

We are so grateful to our hosts, Tom and Elizabeth Hitchcock, not only for the wonderful reception hosted on November 14th, but also for their enthusiasm and support for the arts.



Just two of the many visitors to the eighth annual 6 x 6 show.

Gail Smuda: continued from page 1

Organizational criteria: If the organization is WCA, the chances are there will be more work addressing women's issues than, say, what a show reflecting a different membership make-up might have.

Input by staff members: Sometimes the staff of a venue may have input that can include background information on the applicants. This can be information requested by the juror or just an agenda of the staff member (from "We can't possibly hang a piece by Artist So-and-So" to "We owe Artist So-and-So a spot.") Jurors have prejudices, too. I was once involved with a jurying process where it was clearly stated by one of the jurors that she would "never choose anything that had a cat in it"—she hated cats. Since this was a jury looking at works done by employees of a manufacturing concern, there were a lot of images of family pets. My response to this was never to jury for that organization again as that "criteria" had nothing to do with the quality of the work. As a juror you do get some strange criteria thrown your way!

What I've mentioned so far has left

out some of the obvious issues, like lack of decent images for the juror to evaluate, or not following the application information exactly. If they don't request a resume, they don't want one. If they say three works, they don't want five. If they have taken the time to spell everything out, they don't want any deviation from what they've stated. As wonderful as your full portfolio, images, resume, photocopies of everything you've ever participated in all may be, if they haven't asked for it, they don't want it. By overstepping the criteria, you've made it more difficult for the people handling the paperwork. By not following directions, you've also shown you probably won't be able to follow the delivery and pick-up instructions either.

Delivery and pick-up: If you have a reason (other than "I forgot") to make different arrangements from those stated, you need to check with the venue on the best way to handle the situation. Have several plans already in mind for dealing with the alternate pick-up prior to contacting them. The more time you take of the people running the show, whether paid or volunteer, the less time they have to do their job. And, sorry to be cruel here, but the organizers usually have neither the

time nor inclination to hold your hand and walk you through the process. There's an old adage that says, "Your lack of preparation doesn't make my emergency."

Staff time vs. volunteers: Staff usually get some pretty weird requests when dealing with exhibitions, but for some reason people tend to really unload on volunteers. This usually happens with people who have never hung, juried, or dealt with the process in any way. Realize that this is a business, a professional organization, or a fully volunteer staffed situation and ask yourself, Is this the way I would deal with my local bank?

Lastly—

Selection/rejection of work: Sorry for repeating this anecdote so often, but ... When I was a student I was rejected from an exhibition and a good friend of mine won first place. The next exhibition, we entered the same pieces and my friend was rejected and I won first place! This has always been my example of why being either rejected or accepted really doesn't mean a lot. There are a million variables and it usually has little or nothing to do with "the quality of the work."



2009 Membership

Renewal New Member Change of address/name
 Don't post my name/email on the web site or in the directory

Date: _____

Name: _____

Company: _____

Street: _____

City: _____ State: _____

Zip: _____ Country: _____

Day Phone: _____

Eve. Phone: _____

Email: _____

National Membership

- Regular: (To be a chapter member, you must also pay national dues. You may join more than one chapter.) \$ 40 _____
- Member-at-large (only where chapters are not available) \$ 40 _____
- Institutional \$ 75 _____
- Subsidized: (limited income) \$ 25 _____
- Student: (with verification on school letterhead) \$ 25 _____
- Lifetime National Membership \$ 500 _____

Chapter Membership

- New Hampshire \$ 15 _____
- Boston \$ 20 _____
- Central Massachusetts \$ 15 _____
- Connecticut \$ 20 _____
- Pennsylvania \$ 15 _____
- Washington, DC \$ 20 _____

Donation

- Make a tax deductible donation to:
 - WCA Artist College Scholarships \$ _____
 - Membership scholarships \$ _____
 - Help send a board member to the National conference \$ _____

Friend of WCA/NH

Friends of WCA/NH help to support women working in the visual arts in New Hampshire. For a tax-deductible donation of \$25 or more each year, you will receive:

- our newsletter five times each year
- notices of our exhibitions

Total: \$ _____

Professional Area (check all that apply)

- Artist (A)
- College Art Association member (B)
- Art educator (F)
- Art administrator (D)
- Art Critic (C)
- Art Collector (E)
- Art historian (H)
- Librarian/slide curator (L)
- Museum/gallery professional (M)

Participate in WCA/NH

- Exhibitions
Help hang shows, maintain slide library, or coordinate publicity.
- Publicity
Help write and send press releases for WCA events.
- Newsletter
Write articles, take photographs, or send mailings.
- Events
Help to set-up, clean-up, or coordinate food for events.
- Fundraising
Help organize events for the scholarship fund.
- Grant writing
Write or research opportunities for WCA/NH projects.
- Continuing Education
Help organize professional development opportunities
- Art Gatherings
Set up Art Gatherings in your area.
- Other
Let us know what you would like to do!

Participate in WCA National ad hoc caucus

- Jewish Women Artists' Network
- New Media Caucus
- Women of Color Artists - WoCA

Send to:
Debra Claffey
238 Bedford Road
New Boston, NH 03070-4321

We are committed to: • Education about the contributions of women • Opportunities for the exhibition of women's work • Publication of women's writing about art • Inclusion of women in the history of art • Professional equity for all • Respect for individuals without discrimination • Support for legislation relevant to our goals •

Don't Forget! WCA/NH in Cyberspace

Webmaster Sandy Bartholomew has done a fantastic job revamping our chapter Web site. The site is easy to navigate, inviting, and kept up to date by Sandy. Thank you, Sandy!

Please visit www.wcanh.org often and be sure to send jpegs of yourself and your art to Sandy, along with a Web address if you have one, so you can be included on the fun and useful member page and also in the gallery. If that's out of your technological comfort zone, get photos/artwork (no bigger than 8" x 10" originals or photographs) to Susi Richardson, who will scan them for you. We want each and every one of our talented members represented on the Web site!

Hey, we even have a blog now! Check it out and join in the ongoing online conversation.

Exhibit and workshop information, calls for submission, and other announcements should also be forwarded to Sandy



WCA/NH Webmaster Sandy Bartholomew has done great things with www.wcanh.org

for great online publicity and the benefit of our membership.

Remember to peruse the National WCA website at www.nationalwca.org to see what other chapters are up to. In October, the homepage featured a mini-slide-show of works by none other than our own Deb Claffey, a lifetime National member. Way to go, Deb! For complete access to the national WCA Web site, log in with information found on your membership card.

Even with all the enticing enhancements to our Web site, the WCA/NH Yahoo group (<http://groups.yahoo.com/group/WCANH>) remains a popular and convenient way for members to share information and communicate with one another online. Forgot your login info? Don't have a password? Contact our ever-so-helpful Yahoo listserv mom, Bette Abdu, at babdu@metrocast.net for assistance.

See you all in cyberspace!

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