

Perspectives



grandvalleyartists.com

March 2020

Great Opportunities to Show and Sell Your Artwork!

Submitted by Steve Scarborough

Have you ever wished you could reach a larger audience for your artwork, either to make sales or to get feedback from thousands of people in a single day?

The answer is the Reeds Lake Art Festival!

We have panels that are about 3 foot wide and 4 feet tall available for our members' use at \$25. We have a large tent at the art festival complete with a sales person who interacts with the public and completes the sales for you. If you wish to rent a panel or two, see the details on page 9.

Or—if you're a bit more ambitious—we have space available for members to have their own 10' by 10' canopy and have the chance to interact with and sell your artwork to the masses!

I've done this several times and it's an eye-opening, rewarding experience. You can meet and talk to interesting people who have no bias one way or another about your art. The amount you learn in one day is truly irreplaceable to your growth as an artist.

It's also satisfying to make a sale and to send one of your works to a new home instead of a place in your closet. The cost if you have your own canopy is a reasonable \$20 jury fee and a discounted price of \$105 for our GVA members. Non-members are encouraged to apply, too, so tell your artist friends! We need quality vendors to make this year's show a success.

If this interests you, go to our website for an application.



R-E-S-P-E-C-T

One of the great benefits of a GVA membership is the joy of coming together to share in the experience of creating art. The amazing talent, energy and dedication of our members is making our organization known as one of the best West Michigan has to offer. So while we all like to have fun, we have to consider how our comments and actions impact Grand Valley Artists as a whole. Let's make an effort to avoid "conduct unbecoming" to the reputation of GVA (discourteous, uncivil, hostile, inappropriate). This is a particularly emotionally-charged year given the social and political climate, but we CAN keep the divisive maelstrom swirling around the nation outside our organization. Please use your utmost common sense, common courtesies, and mindfulness towards others to set a positive tone in your conversations and/or comments in any of our group settings.

Please keep in mind the great Aretha Franklin song and show a little R E S P E C T for your fellow members.

Call for New Hospitality Host or Hostess!

Submitted by **Peg McKeown**

I can honestly say I have enjoyed being Hospitality Hostess for the past 4ish years. Basically, it's a matter of arriving at Critique a little early to set up the snack table and to tidy up after. Periodically, it's good to take inventory on supplies (plates, napkins, service ware, cups, coffee, creamer, and sugar). Lloyd Wheeler (lbwheeler518@gmail.com) now does the purchasing, so just let him know what is needed.

The Hospitality Host/Hostess also organizes our annual Holiday Party, and I've always had several volunteers offer to help out with this big event.

Interested parties should contact Joanne Swann at joswann@sbcglobal.net.

GVA Gallery

Submitted by **Jim Johnson**

MARCH 2020 / Fantasy, Fairy Tales, and the World of Make Believe

After last month's tribute to everyday life, I couldn't resist the idea of creating a theme for this month that was exactly the opposite. So now, if you will, explore worlds that don't really exist. Your fantasy art might reflect the imagination of a child or that of an elderly person. And is there really any difference in that world of make believe? All 2D and 3D art is eligible, including drawings, paintings, prints, sculpture, photography, digital works, mixed media, etc. This exhibit is not juried and the works do not have to be framed, only hangable. Please remember to sign your paintings.

Hang: February 28 / Friday

Strike: March 30 / Monday

GVA GALLERY for APRIL 2020 / PORTRAITS

The portraits can be classic head and shoulder images or they can be non-traditional portraits that convey something essential about the subject. Of course this would include self-portraits and perhaps portraits of your own favorite artist. (Last year I did a painting of John Singer Sargent.) The paintings don't have to be recent works created in our GVA studios. They can be portraits from an earlier time. All 2D and 3D art is eligible, including drawings, paintings, prints, sculpture, photography, digital works, mixed media, etc. This exhibit is not juried and the works do not have to be framed, only hangable. Please remember to sign your paintings.

Hang: March 30 / Monday

Strike: May 4 / Monday



**GVA Welcomes
New Member
Michael Koole**

WHAT'S SO SPECIAL ABOUT THE COLOR ORANGE?

Submitted by Mary Helmic and Steve Scarborough

Orange is the color of childhood hunger awareness, and March is “Go Orange” month at our local Kids’ Food Basket. Over 6,000 “sack suppers” are sent home each school day to boost the nutritional needs of children ages K–5th grade.



How can you help? Glad you asked! Decorated lunch bags provide an emotional boost to those receiving the meals. Steve Scarborough will again be stocking brown paper lunch bags at our GVA studio for those who would like to participate in this worthy cause.

Please follow guidelines carefully so any bags you decorate can be used.

Examples:

Marker, crayon, gel pen, and colored pencil art is recommended. Anything which might fall off or flake into the food is not (e.g., glitter, stickers, paint, glue-on gems). Steve will post additional information near the bags.

Short messages of encouragement are welcome as long as they are not religious or political in nature. Examples: “You’ve got this!” “Keep growing!” or “You’re a star!” “YOU ARE THE BEST!” Do you have to use orange? Indeed not. ALL COLORS ARE WELCOME!

Thank you in advance for contributing your time and talent to help nurture our precious children! For inspiration and additional information, visit their website: www.kidsfoodbasket.org

We Canned the Can

Submitted by Marty Klar

Recognize this can? It’s been stuck in the corner by the coffee maker in the studio for years. GVA members so inclined, have, over the years, contributed funds to buy more coffee. Why? Guilt maybe (as a group, we drink a lot of coffee). Generosity perhaps. Fear of caffeine withdrawal? Doesn’t matter.

The reality is that the funds removed from the coffee can are co-mingled with the sketch funds collected to pay the model. Monies left over after paying the model are used to buy paper towels, bathroom tissue, soap, paper plates, plastic forks, plastic spoons, napkins, tea, sugar, creamer—even fancy, flavored creamer!!!—and of course, coffee, coffee cups, and coffee stirrers. Gotta have stirrers.



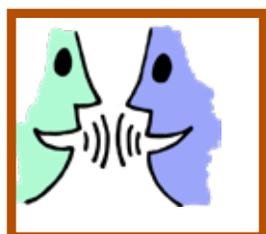
Until recently, I was the GVA volunteer that collected the funds on a monthly basis and bought supplies. Now Lloyd Wheeler has stepped up to not only replace me but to also take on the job of GVA treasurer from Evie. In order to streamline the accounting process and reporting, as well as keep our sketch-funds-ducks-in-a-row, we are canning the can. If you feel the need to contribute, feel free to bring in a can of coffee, box of tea bags, or a roll of paper towels once in a while. Thank you all for the largesse over the years.

The Reeds Lake Art Festival Still Needs You!

Submitted by Marty Klar

You were all warned! Every month—or until we have enough volunteers—but wait, you can never have enough volunteers!!—we will gently remind you that the 55th annual Reeds Lake Art Festival needs you. The sooner you sign up to fill the myriad of volunteer openings the sooner we will stop lovingly, but nevertheless, firmly and annoyingly pestering you. Linda Scarborough has a hard-charging committee working behind the scenes to make the 2020 Reeds Lake Art Festival the biggest and best ever, but we still need more hands on deck. So please mark the date: June 20, 2020. Watch for emails about signing up to help or contact one of the coordinators listed below. Thanks.

- EVENT COORDINATOR**— Linda Scarborough
- VOLUNTEER COORDINATOR**—Randy Nyhof
- PARKING**—Dave Bazen
- GVA TENT**—Dani Ehlenfeldt
- FOOD AND BEVERAGE OFFERINGS**—Carol Lourn and Steve Scarborough
- CHILDREN'S ACTIVITIES**—Mary Baine
- PRINT MARKETING**— Dana Donnell
- NONPRINT MARKETING AND PROMOTION**— Steve Scarborough
- WRAP UP**—Sara Youngman



ART CHAT!

We look forward to seeing you on March 6 at 1:00 p.m. in our studio for a lively discussion. Newcomers are always welcome. Please join us!

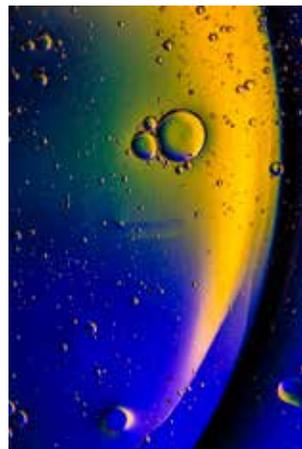
Photo Group

Submitted by Randy Nyhof

The GVA Photo Group met for a second meeting on January 21 where Mike Mitchell conducted a photography workshop with oil & water. (See photos!)

The Photo Group met for their regular meeting on February 4 with their usual critique and announcements. We did not meet for a second time in February.

Our next meeting will be on March 3 for the usual critique and announcements.



Program Night

Submitted by Randy Nyhof

Our program for February 13 was a presentation by Randy Nyhof on resizing and cropping digital files with an easy to follow, step-by-step "how to" to upload copies of your artwork to the GVA website gallery. Also he covered listing your website and provided more details on the Fine Art America website.

Our program for March 12 will be presented by Anna Donahue. She will speak about how she built her art business and some of the pros and cons with commissioned artwork. Also she will give some info on the Artist Entrepreneur group which is a spinoff from her art business.

More Info on Anna Donahue:

Anna Donahue has worked as a commissioned artist in the West Michigan area since 1991. She began working part time and quickly became a full-time artist painting for both residential and commercial clients. Her work can be seen in public and commercial settings around Grand Rapids.

She grew up in North Dakota, studied art and music at St. Olaf College in Minnesota and graduated from Montana State University with degrees in Art and Communication Arts. Last year she received her Master of Business Administration in Project Management from Cornerstone University.

Anna is also an ArtPrize artist exhibiting every year with large murals, installations and sculpture. Her work has been in the top 25 of her category three times. You can see one of her bronze sculptures at the entrance to Mary Free Bed Rehabilitation Hospital.

A Special Thank You

Submitted by Mary Marin

Thank you so much to **Marty and DeLaine Klar**, who have helped me out over the past many months... or has it been years???... by proofreading this newsletter every month. I also want to thank **Mary Helmick**, who has volunteered to proofread the newsletter going forward. I also want to thank all of the contributors. Without them, well, we wouldn't have much to say! If YOU ever want to submit an article, a photo, a joke for publication. just send it to me at marymarin1285@gmail.com.

CALL FOR ARTISTS

Grand Valley Artists Juried Exhibition at the Forest Hills Fine Arts Center

June 1, 2020 through July 17, 2020.

Located in Grand Rapids on the far southeast side, the Forest Hills Fine Arts Center is a state-of-the-art, contemporary arts facility nestled in the beautiful natural surroundings of the Forest Hills Public Schools campus. The scenic yet expansive lobby provides a perfect venue for the display of artwork, which will be viewed by the many people who frequent the building. The exhibitions of the FHFAC are actively promoted within the community throughout the year.

Our juror, Stephen Duren, is a renowned American artist who has called West Michigan home for the past four decades. He was born and reared in the amber light of Northern California. From 1968–1972, Duren served in the U.S. Navy, stationed in Vietnam, Cuba, and Italy. After his separation from the service, he briefly remained in Europe, where he stumbled upon an exhibition of Vincent Van Gogh's work, that he says was akin to a religious experience for him. Duren's formal training in art education was at the San Francisco Art Institute (BFA) and Sacramento State University (MA). In 1978, Duren taught art in area colleges for the next six years, after which he began to work exclusively as a fine artist. From 1984–present, Duren has distinguished himself as both a plein air and studio painter. His works can be found in many private and corporate collections.

The following guidelines have been established for this exhibit:

- This exhibition will be juried to approximately 80 works. All types of art and mediums are welcome.
- All work submitted must be suitable for viewing by children in a school community.
- 3D work including sculptures is permitted; large works (more than 60" or 100lbs) need prior approval before submission. Check with Doug Klemm (616) 481-6121.
- There is no commission charged for sales. Potential purchasers will be referred to the artists by FHFAC staff.
- The FHFAC reserves the right to use the exhibition space for other activities during the exhibit. It is possible that some work may be temporarily moved.
- GVA volunteers and GVA staff will hang the exhibit with oversight of Jane Bunting, FHFAC Coordinator.
- The Opening Reception will be hosted by FHFAC and GVA.
- Awards: 1st Place \$300; 2nd Place \$200; 3rd Place \$150 and 4th Place \$100 will be selected by the juror and awarded at the opening reception.

APPLYING & SUBMITTING YOUR WORK

Submissions open April 1, 2020 and close April 30, 2020. (No late entries will be accepted.)

- Send up to 4 entries to the following email account: GVAsubmissions@gmail.com
- In the subject line enter: GVA Exhibit-FHFAC
- Enter your name, address, city, state, zip
- Enter your phone number and email address

Next, list your entries, numbering as follows:

- Entry 1: Title of Work
- Medium
- Size
- Price \$\$\$ or NFS
- Repeat for Entries 2, 3, and 4.
- Attach a photo of each entry.
- Your cost of entry is \$25 for one entry. Add \$5 for each additional entry.
- Entries will not be considered complete until payment is received.

FEE PAYMENT

Promptly send payment the SAME DAY you apply for the exhibit.

Address check or money order to: GRAND VALLEY ARTISTS.

SEND TO: Doug Klemm, 7941 Park Lane Avenue, Jenison, MI 49428

Or use this PayPal link: https://paypal.me/GArtists?locale.x=en_US

PRESENTATION OF WORK

It is to your advantage to submit clear crisp images of properly photographed work. Do not shoot your images through glass! Remove artwork from the frame before photographing. It is also best to crop the images so that only the art and not the mat or frame is photographed.

- Work must be wired for hanging. Sawtooth hangers are not permitted.
- Submit original art. No giclees or other reproductions of your art will be allowed. Exception, printing original digitally created artwork.
- Framing must show good craftsmanship.
- No exposed glass edges.
- Entries will be handled with care. However, neither GVA nor the FHFAC, or staff or members of either, is responsible for loss or damage to an artist's work.
- Selected images must remain for the duration of the show.
- Please do not submit work that was previously shown in an exhibit at the FHFAC.
- If you have no computer access, or have difficulty submitting your entries, please contact Doug Klemm at (616) 481-6121 or dougklemm@hotmail.com

NOTIFICATION/DROP-OFF ACCEPTED ARTWORK/PICK-UP ARTWORK

- Notification of Acceptance/Decline will be by email prior to May 10, 2020
- Drop-off Accepted Artwork to the Forest Hills Fine Arts Center
Thursday, May 28, 8:00-5:00 PM or Friday, May 29, 8:00-10:00 AM
- FHFAC and GVA Volunteers will hang the exhibit, Friday, May 29, 10:00 TO 5:00 PM
- Pick-up Artwork July 20, 8:00 a.m. to 5:00 p.m.

OPENING RECEPTION-Tuesday June 2, 2020, 6:00-8:00 p.m. at FHFAC

- Reception is hosted by FHFAC and GVA (Catered by Evie Carrier and daughter)
- Juror Remarks and Awards Presentation at 7:00 p.m.

Location: Forest Hills Fine Arts Center 600 Forest Hill Avenue SE, Grand Rapids, MI 49546

We look forward to receiving your entries! Best wishes and good luck to all of you! Please address any questions/concerns you may have to:

Doug Klemm at dougklemm@hotmail.com (616) 481-6121

or Carol Lurn at: carollaurn@yahoo.com (616) 437-9365

Officers, Board, and Committee Chairs of GVA

President

Joanne Swann
616-406-8648
joswann@sbcglobal.net

Vice President

Emily Green
ww.emilyg@gmail.com

Secretary

Dana Donnell
danaBdonnell@gmail.com

Treasurer

Lloyd Wheeler
lbwheeler518@gmail.com

Membership

Mary Baine
marymbaine@gmail.com

Photography

Randy Nyhof
r.nyhof@comcast.net

Program

Randy Nyhof
r.nyhof@comcast.net

501(c)(3) Coordinator

Carol Lourn
616-437-9365
carollourn@yahoo.com

Reeds Lake Art Festival

Linda Scarborough
lindaascarborough@yahoo.com
616-570-8796

Newsletter and Website

Mary Marin
marymarin1285@gmail.com

Publicity

Steve Scarborough
stevescarb1@yahoo.com

GVA Gallery Shows

Jim Johnson
johnsonheartist@hotmail.com

Sketch/Model Coordinators

Kathy Bechtel
kathleen.bechtelt@yahoo.com
Mary Marin
marymarin1285@gmail.com

Hospitality

Peg McKeown
mcperfitt@me.com

GVA Library

Wenxi Gu

Facilities Coordinator

Dave Bazen
dbazen@bazenelectric.com

Legacy Liaison

Robert Kraai
rkraai@ameritech.net

Outreach

Doug Klemm
dougklemm@hotmail.com

Facebook

Emily Green
ww.emilyg@gmail.com

Instagram

Jessi Son
sonjiwooart@gmail.com

Newsletter Distribution

Sallie Zigterman
sallie.zigterman@yahoo.com

Congratulations, DeLaine!



DeLaine Klar
Great Is Your Faithfulness

My grandmother's mom died giving birth to her fifth child. There were five girls altogether. Feeling unable to raise five girls, my great-grandpa was planning to separate them into foster care homes. Sadie offered to adopt all five so they could stay together. This is a portrait of Sadie. A Christian woman who married my great grandfather and raised five little girls.

According to my grandma, Sadie was the best mother they could have ever had. I recently received a photo of Sadie I had never seen before. She was holding her Bible.

Doing the charcoal gave me time with my great grandmother. I could sense her faith, which gave her strength, courage, comfort and love.

DeLaine's entry, *Great Is Your Faithfulness*, in the annual First United Methodist Church *Celebration of the Arts*, was purchased by the church for permanent display based on votes by the congregation. DeLaine's beautiful charcoal was inspired by a photograph of her great-grandmother Sadie holding her Bible.

Area Art News

Donna Chase Gallery at Clark Retirement Community

Evie Carrier's Encaustic Photography will be on display from March 3-April 26, daily from 8 a.m. to 8 p.m. The encaustic process, when used in photography, refers to the act of applying hot beeswax over a photographic image. This wax can be pigmented with color or remain white or creamy beige. In both cases, it gives the image an intriguing surface quality and a distinct density not attainable using any other process. In the world of alternative photography, anything old can and often does become new again. You are invited to an artist's reception on March 19, from 2-3:30 p.m.

Dominican Center at Marywood

Ruth VanderMeulen's work will be shown during March and April. The reception for Ruth will be on March 15 from 1 to 4 p.m. The gallery is located at 2025 E. Fulton Street, Grand Rapids, MI, and is open Monday–Thursday: 8:00 a.m.–9:00 p.m., Friday: 8:00 a.m.–8:00 p.m., Saturday and Sunday: 8:00 a.m.–6:00 p.m.

Forest Hills Fine Arts Center

Kerry Rolewicz, March 3–26. Reception March 12, 6–7 p.m. Exhibit Hours: 9:00 a.m.–5:00 p.m. Mon.–Fri. All exhibits are free to the public. Learn more here: <https://www.fhfineartscenter.com>

TerryBerry Gallery at St. Cecilia's

Brad and Carole Neilsen's work is a collection of watercolor batik, watercolor, photography, and digital images. This show begins on March 3 and ends on March 29. The reception for this show is on March 6 from 5:30 - 7:30. Parking is free next to St. Cecilia. Learn more at <http://scmc-online.org/visit-terryberry-gallery>

Guardian Gallery Grand Rapids

Valentina Gregorieva's greatest aspiration is to introduce people of all ages to the beauty of art and its possibilities for life enrichment. This show begins on March 6 and ends on June 29. Hours: Monday–Thursday 12 noon–6 p.m. at 654 Davis St., Grand Rapids, MI 49504.

Guardian Gallery Lowell

Kristin Thornton's work is done in an Expressionist-Fauve style, with bright color and dark outlines, similar to artists' works such as Cezanne and Matisse. The show begins on March 6 and ends on June 29. The Guardian Gallery is located at the Franciscan Life Process Center, 11650 Downes St., Lowell, MI 49331, (616) 897-7842. Open during regular business hours.

Reserve Your Panel/s Now!

Submitted by Dani Ehlenfeldt

Now is the time to reserve your panel in the GVA Tent for the Reeds Lake Art Festival. Panels are open to all current GVA members on a first come, first served basis. To reserve a panel/panels to sell your artwork, the cost is \$25 per panel. We have eighteen 3' wide x 4' high panels available. They are one-sided and will have black fabric backing, as well as being newly refreshed with black spray paint. When you sign up you will be given a number to be placed with pricing on your artwork, as GVA will be handling all sales: cash, credit, and Apple Pay. We will have an area for extra artwork and for artists to take breaks behind the GVA tent. If you rent a panel you are required to be at the GVA tent at 7 a.m. to help set-up and hang your artwork. The festival starts at 9 a.m. Artists may come and go as they please during the day, but are required to be back at 5 p.m. to take down their artwork. If you choose to stay at the tent, please bring your own chair. To reserve a panel, please contact Dani Ehlenfeldt at drgnfairy@att.net or 616-334-8904, or in person as I will be at Critique (the 1st Thursday of each month) each month. Payment for the panels can be mailed to me or dropped off at my address: 1405 Spencer Street NE, Grand Rapids, MI, less than 5 minutes from GVA. You may also pay me directly at Critique.

MARCH CALENDAR

Board Meeting March 5 at 6:00 p.m.

WEEKLY SCHEDULE

Sundays Closed

Mondays 10:00 a.m. until noon

Portrait Sketch*

Tuesdays Every Tuesday 7:00 p.m. until 9:30 p.m.
1st and 3rd Tuesday of each month 7:30 p.m.

Figure Sketch*
Photo Group

Wednesdays 10:00 a.m. until 1:00 p.m.

Open Studio

Thursdays First Thursday of this month at 7:30 p.m.
Every Thursday 10:00 a.m. until 2:00 p.m.
Second Thursday at 7:30 p.m.

Critique
Creative Pose Figure**
Program Night

Fridays 10:00 a.m. until 1:00 p.m.
First Friday of the month at 1 p.m.

Still Life
Art Chat

Saturdays 10:00 a.m. until 1:00 p.m.

Figure Sketch*

*Member Model fee \$5, Non-Member \$10 , **Members \$10, Non-Members \$15

Mailchimp Messages: A Special Request

Please do not “reply” to email messages sent to you via our Mailchimp account. The mailbox for that account (gartists@gmail.com) is rarely monitored, and we don’t want to be unresponsive.

If you want to address something you’ve received via Mailchimp, please use the email provided in the message rather than hitting the “Reply” button. Or, you can find the email addresses for the board members and committee chairs right here in this newsletter. You can also connect with the appropriate person by using the [Contact Us](#) dropdown box on our grandvalleyartists.com website.

Trinity United Methodist Church on Lake Drive

Linda Scarborough and Erin Reinholtz are currently showing their work at Trinity United Methodist Church on Lake Drive. The church is open Monday through Thursday during regular business hours, so stop in and check out this beautiful show!

If you want to display your work at Trinity, contact Sara Youngman at sycre8@gmail.com.



Bliss & Vinegar

Stop in to see GVA member **Todd Darling's** work. If you want to show your work at B&V, load some images to our website, as that is where the owners go to find artists whose work they would like to display. Marty Klar coordinates this opportunity for us. Please do not contact the restaurant directly. Questions? Call Marty at 616-813-7921.

First Congregational Church in Rockford

Currently **Sallie Zigterman** is showing her work in the church's oft-visited community room. The large space can accommodate about 15 medium-sized paintings.

The church is located at 192 E. Bridge Street, Rockford, MI 49341.

If you want to show your work here, please let Lynn Anderson know. You can email her at Lynn5anderson@aol.com.



Grand Valley Artists

1695 Service Road NE, Suite 106

Grand Rapids, MI 49503