



Olney Art Association

supporting local artists

ESTABLISHED IN 1974



Note the Date

Visit our website at: olneyartassociation.org

2020

Wed May 20

OAA Zoom Meeting

7-8:30 p.m.

A link for the meeting will be emailed to members

Wed July 15

We are planning a Zoom meeting

OAA's Howard Clark will be our speaker

A link for the meeting will be emailed to members

President's Message

Dear Fellow Artists,

Wow! What a changed world! Over 60 days of quarantine and it isn't over yet! I am certain each of us have stories to tell about the experience, hopefully some stories are good and not all sorrowful. I am hopeful some great paintings are being produced.

I have enjoyed the solitude and have spent several hours per day on painting projects. Over the years I've been acquiring books. I'd read a couple of chapters and get distracted. Then I put them on the shelf and say one of these days when I get old I'll go back and read them. Since this house arrest started, I realize I have gotten old and now is the time to read some of these books. I got to

reading about the French Revolution (1789) and particularly about some of the visual artists of the day. Jacques-Louis David painted the huge portrait of Napoleon on horseback; Jean Francois Millet painted French peasants working the fields and who was a great influence on Van Gogh; and the English artist Joseph Mallord William Turner, a real 18th century revolutionary who painted pure color usually yellow, orange and red skies to express emotion. That's sort of what I've been doing. It would be great to hear about what you've been doing.

On a more somber note I want to mention the passing of long time OAA member Rawligh Sybrant. He was a great photographer and a very decent

person. As I got to know him, I learned he and I served in the same Army unit overseas at the same time. I didn't know him well as he worked in a different building. But I did know him to be upright, totally honest and very helpful to all who need help. He'll be missed.

Now that we are into a new world, we have to find new ways of doing things. We will be having a virtual meeting on Zoom on Wednesday May 20 at 7pm. Our presenter will be Abigail McBride from the Maryland Colorist group. Details will be sent in a separate email message.

Keep Creating,
David Terrar

"The universe is change; our life is what our thoughts make it."

~ Marcus Aurelius, c. 121-180 AD, Roman Emperor, c. 161-180

OAA Announcements

OAA Library Exhibit

The Library Exhibit will resume when the Montgomery County Public Library system reopens and gives us a green light.

Send Some Sunshine

Sally Drew is our new "Sunshine." Sally will send a card on behalf of OAA to members who are in need of a little sunshine in their life. Contact Sally if you know of an OAA member who may have had an illness, a death in the family. or just needs a little cheer.

Publicity Chair Found!

John MacArthur has accepted this important OAA Board position. Thank you, John.

OAA Show Chair Needed

OAA needs a take charge person to form a committee to organize and see to all the little jobs that make up an Art Show:

- Liaise between Venue and OAA Board
- Update Registration forms
- Oversee the various committees:
-Registration/Intake

- Hanging/Take Down
- Publicity
- Reception
- Jury (if it is a juried show)

OAA's Annual Juried Show

Olney Art Association's Annual Juried Show will be held at the Activity Center at Bohrer Park from November 20, 2020 to January 18, 2021. More information to follow in future editions of this newsletter.

Images for OAA Website

PLEASE UPDATE YOUR IMAGES ON THE WEBSITE

Susan Brown, our OAA Website Tender wants you to remember to label your digital image file properly:

Lastnamefirstinitial_media_title.jpeg

Also, please send just the image. Do not include any mats or frames.

Thank you for your consideration.

"Present fears are less than horrible imaginings."

~ William Shakespeare, c. 1564-1616, English Poet, Playwright & Actor

May 20th Zoom Member Meeting

In this time of quarantine and social distancing, OAA wants to continue to have speakers and enrich our art experiences. On that note...

OAA is excited to bring you a virtual meeting with Artist Abigail McBride on Wednesday, May 20 at 7 pm via the Zoom app. Ms. McBride teaches at the prestigious Chesapeake Fine Art Studio, Anne Arundel Community College, and selected workshops.

In order to participate, click on the link in the email **sent to you on Friday, May 15, 2020** inviting you to the meeting, you will be prompted to download and install the Zoom app either onto your computer or your smart phone before the meeting.

ABOUT THE ARTIST

Abigail paints landscape, figure and still life working interchangeably with brush and palette knife. Collectors, nationally and internationally, appreciate the color, mood and elegance of her work.

A consummate Cape School colorist, the draftsmanship in her work is born of an academic interest in the portrait and figure. Her work blends traditional subject matter with modern design sensibilities. She is part of a new breed of perceptual painters working from direct observation be it

plein air or in the studio. Though often free of narrative, her work is grounded in the present day as a contemporary interpretation of genre painting.



Abigail McBride, *Among Friends*, Oil on Canvas 10 x 8

New Website for OAA!

<https://olneyartassociation.net>

In the fall we were notified that we would need to find a new server. Susan Brown, our web tender, led the search and this is the result.

Please visit the site and let the OAA Board know what you think.

The new website is focused on member art works. (You'll find it at <https://olneyartassociation.net>. Prize winning pictures from the year's juried show are shown in the headers on

the website pages with a slideshow of the four top winners on the WELCOME page.

As on the old site there are also galleries for past shows and a Member Gallery. The images used in the header images are also shown in more detail in the gallery for the juried show. The Member Gallery is open to any member artist of OAA and accepts one image from each artist. That image will stay in the Gallery until the artist sends in a new image for the Member Gallery or until the member leaves OAA.

If you'd like to send in an image please consult the ABOUT US page on the website

"Inner peace begins the moment you choose not to allow another person or event to control your emotions."

Pema Chödrön, 1936-, American Tibetan Buddhist

"We should take wandering outdoor walks, so that the mind might be nourished and refreshed by the open air and deep breathing."

~ Seneca, c. 4 BC-65AD, Roman Stoic Philosopher, Statesman & Dramatist

"Don't underestimate the value of doing nothing, of just going along, listening to all the things you can't hear, and not bothering."

~ Winnie the Pooh

"Other people's views and troubles can be contagious. Don't sabotage yourself by unwittingly adopting negative, unproductive attitudes through your associations with others."

~ Epictetus, c. 50-135 AD, Stoic Philosopher

"Sometimes the most important thing in a whole day is the rest taken between two deep breaths."

~ Eetty Hillesum, 1914-1943, Dutch Writer

"Caretake this moment. Immerse yourself in its particulars. Respond to this person or that person, this challenge, this deed. Quit the evasions. Stop giving yourself needless trouble. It is time to really live; to fully inhabit the situation you happen to be in right now. You are not some disinterested bystander. Participate. Exert yourself."

~ Epictetus

Happy Birthday!

May

Genevieve Roberts.16

June

Sara Becker. 2

Sally Drew 12

Susan Zehner. 14

Penny Kritt's

Interactive online classes

***Shapes and Colors**

***Designing Abstracts**

***Creating Art with Digital Layers**

***Composition Class**

***Using Digital Brushes**

***Critiques**

***Water and Rocks**

***Digital Lettering**

***Painting and Drawing Metal**

Register at

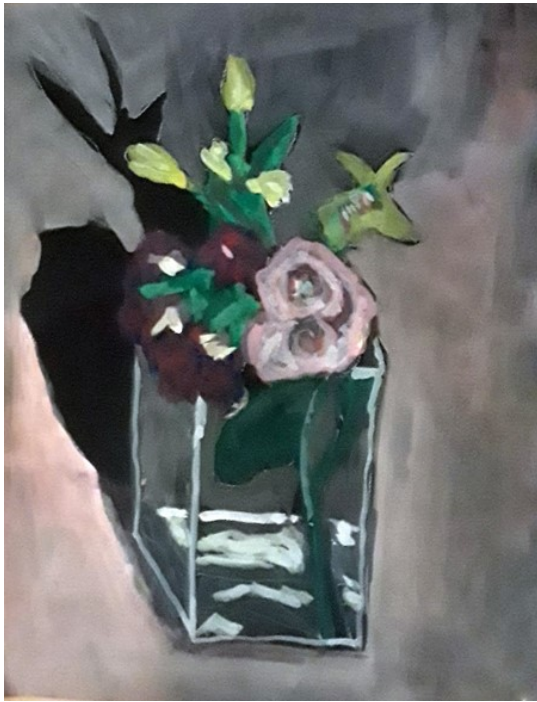
www.pennykritt.com/online-classes.html

Call Penny at

301/989-1799

for more info

Member News



Susan Brown's recent work is called "Pandemic Bouquet" and it is 12 x 9" without frame. I was taking a gouache class and was supposed to bring a bouquet to the next class. Susan recalls, "I went to the florist in Sandy Spring and she sold me the bouquet with a rose thrown for much less than I thought I might have to pay. I was quite pleased with my purchase and looking forward to the class but it was cancelled, the first cancel for me. I did the painting anyway and I still have the rose drying in a vase with another one from Valentine's Day. The class went online a week or so later, but too late for the bouquet, except for the rose. We are lucky to be artists. There are always things to see and things to do even in a pandemic."



GENEVIEVE ROBERTS (1920-Present)



Celebrating her 100TH BIRTHDAY!

This is a page from Sharon Lee Minor's Smile Box

Happy Birthday, Genevieve!

Sharon Lee Minor continues to enjoy the "Luxuries of Learning and Creating", daily. In order to keep spirits up and rising higher Sharon says "I have also been creating a series of SMILEBOX electronic photo journals that features the artwork of a few of my artists/friends, internationally. It is diverse, including young ones, as well as jewelry makers. My ministry has always been within the visual and performance arts, including special attention to artists. This one features Genevieve Roberts, who you know is celebrating her 100th birthday, today. Wow! An amazing woman, artist, educator, and inspiration."

Freddi Weiner writes:

"I was published in the Kiawah Island *Legends* magazine for my *Heron with Breakfast* photo in the Nature photography contest they held.

I had 2 pieces - *Beginning the Long Journey* and *Yellow Flowers at Sunset* accepted into the juried exhibit *Taking Care: Celebrating the Earth* at the Chestertown River Arts gallery, Chestertown- however the exhibit has been postponed until further notice but hopes to run post covid . I had a watercolor- *Birch Tree Reflections* accepted into the RAL juried members Spring Show at The Glenwood Man-

sion- which was to be held May 18-June 28 but is a bit in limbo as well-

I had 3 Pieces -*Baby Sea Turtle First Steps Into a Vast Ocean*, *Osprey on Nest in Tall Pines* and *Open Wide* accepted into the juried show at the City of Gaithersburg - The show is called "Celebrating Wildlife" This exhibit runs Jan 22- March 15 at the Bohrer Park Gallery, City of Gaithersburg

I had a piece *Yellow Eyes and Blue Skies* accepted into the juried show *Birds of a Feather* at The Arts Barn, City of Gaithersburg, that show is scheduled to run Oct 30- Jan 4th."

Member News Continued



Sara Becker has been at her lake house in Garrett County for 2 months now. In the meantime, she is working on a large 4 panel painting for the family room wall in her new home. Here she is working on it and also a recent version but there is much more to be done!



"Our anxiety does not come from thinking about the future, but from wanting to control it."

~ Kahlil Gibran, Lebanese Artist, Po et & Writer



This is **Jean Cooper's** most recent painting and her first oil.



Jim Holland has been busy taking pictures out his back window that backs up to a piece of the park land and out of his front window that shows "friends passing by" mostly with dogs and on bicycle family groups.



More Member News



Ken Bachman is walking the trails and painting

Howard Clark was to teach a six-hour introductory course on digital photography at Frederick Community College on May 3rd. No surprise, it didn't happen. Instead, they asked whether he could present a similar course with three two-hour lectures over the Internet in June. So, during the last several weeks, his at-home PROJECT #1 has been to restructure that course for the new format and solve a bunch of technical issues along the way. In July, you'll see how whether he figured it all out.

Margo Lehman offers this quote from an ad for Raymar Art on the back of International Artist magazine:

"Art expresses the emotions and struggles of society and inspires us to cope and overcome"



Lillian Mobley, Watercolor



This is an acrylic **Debby Wolfe** painted for a relative. 8x10". Debby says, " My favorite quote during the pandemic is 'Waste not, want not'especially when it comes to toilet paper! "

Art and the Pandemic

By Penny Kritt

Like so many parts of life these days, our approach to art, both as artists and those who appreciate art, must evolve into a new normal. How long will it be until our government agencies tell us that we may once again congregate in unlimited numbers? So many of the officers and volunteers for art organizations are older and particularly vulnerable. Will live classes, juried art exhibits and commercial art fairs exist in the future? When those events, like weddings, funerals, and business meetings, eventually resume in some form, will we as individuals be willing to attend, let alone arrange and participate in them?

As always, there is hope. Technology has already added many new options to support art education and sale of art and art related products. The pace of innovation will depend on individual artists and their willingness and ability to take advantage of it. Are you ready to participate? Our kids and grandkids are already doing so and they can show us how!

Your outlook will be framed by whether you are a hobbyist or a professional artist whose income depends on sales of your art. Let's take a brief look at existing platforms for those two groups.

Both the hobbyists and the professionals will always be interested in looking at – and learning how to create – new artwork. Many channels currently exist.

Certainly the most well known are Youtube and Facebook. These platforms offer a variety of free tutorials. They often encourage viewers to click on something that will earn money for the creator of the video, and the odds of them being a scam are small. There is the problem, however, that you get what you pay for. Many videos are available from artists who are not teachers. Often the video and audio are poorly done, and the presenter may only show the “what” and maybe the “how”. Unfortunately, students also need the “why” and the “where”. If the viewer doesn't like the free item, there won't be any follow-up sales and both parties are left wanting.

The other side of the equation is for artists who want to earn money by teaching and/or selling products. Many of our members are in this category. Their challenges are two-fold. First, build or maintain a website or other platform to show what you have to sell. Then you must find people who might want to buy something from you. Let's look at some options.

You can tag along with a large site. Anyone can sell on Amazon. Most of us visit that site regularly, so it should be a good fit, right? Search for “original paintings” and there are 20,000 to choose from. Narrow the search to “original landscape paintings” and now you've got only about 4,000 competitors. You'll compete against prints of original artwork that sell for under \$10 (which includes a separate shipping charge). Maybe you're willing to take your chances and send people to your Amazon listing. But beware that your potential buyers might

wander over to another seller!

You could choose a site that specializes in hosting artists and their work. Etsy is a good example. You might pay a monthly or annual fee to build and maintain your own site. Then there may be transaction fees for sales or additional promotion/advertising. And as with Amazon, your potential buyers could wander to another site. Either way, you must decide what to sell, its price, do you need an existing inventory and will you have to ship products.

Or you could just get your own discrete and separate website. These days, your first concern must be internet security, especially where video and money are concerned. Tell visitors how they will be protected or they'll just click off to another site.

Whatever platform you use, tailor your products and prices to the current environment. For example, given the constraints of life these days, my website now features low cost interactive video classes. A session only gets me \$10-30 per customer, but hopefully a lot of people will register and then profit adds up! It's wonderful to sell a \$5,000 painting, but the odds of reaching that demographic in today's wobbly economy are low.

Shipping small items is easy, and anything that can fit into a packing envelope or small box is more likely to be purchased. If you sold a big, expensive framed painting, while we're all stuck at home, how will you pack it – and will potential buyers just decide to wait rather than have another potential virus source brought into their homes?

Whatever selling channel you choose, for most people the hardest part of all is attracting people to your sales platform. Here's a sample invitation below.

Visit <https://www.pennykritt.com/> to learn about my interactive online art classes and products that feature my original artwork. Sign up for my mailing list and receive a coupon for \$10 off your next purchase of \$50 or more. And thank you for spreading the word through your social media!

It's short and has a link to send the viewer directly to my site. It has a brief product description and a coupon to encourage them to buy. And finally, it has a request for the buyer to help me promote my site.

Here's the real test for you. How did you feel when you read that? If you thought it was a great idea, you just might be able to sell your own products and services. That's necessary because you're going to have to do a lot of self-promotion everywhere you can. Conversely, if it made you uncomfortable even reading it – let alone doing it – then this isn't a good fit for you.

We have all learned that we must -- and did -- adapt to our changing world. Use the information above to make the best choices to ease your entry into our new society.

For classes or private lessons,
contact Penny at 301/989-1799

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OAA Sweatshirts

Made to Order



– **Only \$30!** Embroidered with the Olney Art Association name, web site and an artist's palette and just in time for those cool spring morning walks, paint-outs, photographs, and general outdoor activities. The sweatshirt is made by Jerzees in a 50/50 cotton/poly blend, so it is easy care – just toss it into the washer and dryer. It is available in twenty-four different colors and sizes from small to 4XL. To order yours, just send an email to swdrew@verizon.net or talk to Sally Drew at the next OAA meeting.

Penny Kritt 301-989-1799
Classes and private lessons in a working art studio
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 Beginners - a calm, supportive place
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 to a higher level
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OAA Website

olneyartassociation.org

Susan Brown

Is the OAA Website Manager
 If you would like to put a digital photo of your artwork on the website, please email Susan. Each member will be allowed (1) image at a time and you may change them at any time. We need photos of your paintings for the gallery.



Email Susan at:
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