

THE FREDERICKSBURG CENTER FOR THE *Creative* Arts

April / May 2016

WHERE ART AND HISTORY MEET



Summer instructor, Adrian Loving, center front row, and Sheila Jones, FCCA Art Education Coordinator, back row, second from left, pose with children in the FCCA Youth Art Program. The program is funded entirely by donations, including donations via the Community Give.

The Community Give Support FCCA's Youth Art Programs May 3rd

Non-profit organizations across Fredericksburg will be challenging each other, May 3rd from 12 a.m. until midnight, to raise the most funds during this 24-hour period.

Presented by The Community Foundation of the Rappahannock River Region, The Community Give is an annual fundraising event to celebrate and support area non-profit organizations, and a day to inspire and reward local philanthropy.

This is the third year FCCA is participating, and all funds generated will continue supporting our Youth Art Programs for economically disadvantaged children in our community.

Like prior years, donations will be used to continue funding FCCA's Youth Art Program, in place in two communities: Hazel Hill and Heritage Park. The Youth Art Program is about to begin its third year and is funded entirely by donations, including those from The Community Give, to instill a lifelong love for the arts in children living in low income neighborhoods of our area. By giving online, FCCA's supporters and friends have the opportunity to make a huge difference in the lives

of disadvantaged children.

We will provide the link to you later in email and on the FCCA Facebook page. For those of you receiving hard copies of this newsletter, we will snail mail you a postcard with relevant information. Volunteers will be on hand at FCCA 10 a.m. to 4 p.m., May 3 if you do not wish to use the link. You may stop by or give us a call at 540-540-5646 to make your donation. We gladly accept cash, debit cards, and credit cards.

The Community Foundation, sponsor of The Community Give, is a non-profit organization that manages and distributes charitable giving in the Rappahannock River Region. It raises awareness of needs in our community; builds and strengthens relationships among nonprofit organizations and our citizens; increases the capacity of nonprofits, like FCCA, to generate revenue and inspires donors of all kinds to support the causes that mean the most to them. Together, we continue to offer patrons occasions to learn, love, and share art.

You can help support FCCA by visiting www.TheCommunityGive.org anytime on May 3rd and making a tax-deductible donation. Thank you!



You "loved" the Silversmith House

The community proved it's love for the Silversmith House, Feb. 14. The FCCA Board of Trustee members: President Carol Rauh, Vice President Liana Pivrotto and Curator Carrol Morgan, conducted a **Love the Silversmith House** phone fundraiser Feb. 14. Donations came in that day and have continued since then.

Thanks to the people listed below, donations totalled \$2,105. The historic building needs loving care and funds for special repairs that require attention this year included: repair squirrel entry points and damage to wiring in the attic; purchase and install outer wood doors to replace old temporary foam insulation along alley side of Members' Gallery; shore up old timbers that have deteriorated over time; and replace/repair worn exterior door frames.

The "Silversmith House" c. 1785, has withstood the past 230 years, and we hope to preserve it for future generations as the place "where art and history meet."

Thanks for the donations: Nita Bowen, Jurgen Brat, Nancy Brittle, Jan Chetnik, Lee Cochrane, R. Taylor Cullar, Peter Frederick, Barbara Forbush, Barbara Hall, Tarver Harris, Marilyn Hayes, Sheila Jones, Karen Logan, Sara Looney, Walter & Betty Martley, Lynn Mehta, Carrol Morgan, Penny Parrish, Liana Pivrotto, Carol Rauh, Brenda K. Roth, Catherine A Smith, Patricia Smith, Ann Tate, Linda Ward, Peggy Wickham, Darlene Wilkinson, Peggy Cocke, Carol Waite, Phyllis Graudszus, Helen Burroughs, Katherine Dervin, Charlotte Richards, Beverly Bley, Marcia Feldman, Joe's Auto Service, and Henry Fink.



The Fredericksburg Center for the Creative Arts is a non-profit, all-volunteer organization and a partner of the Virginia Museum of Fine Arts of Richmond. The FCCA presents new art exhibits each month, along with special programs and events, and art classes for all ages, to the Fredericksburg community. The FCCA is located in the Historic Silversmith House, circa 1785, at 813 Sophia Street, Fredericksburg, VA. The Center is open daily noon to 4 p.m. (closed Tuesdays) and 11 a.m.-4 p.m. Saturdays. Established 1963. For more information, call 540-373-5646 or visit www.fccava.org. Newsletters are available online at www.fccava.org/news/index.html

Spring has arrived!

Beautiful garden, several activities to look forward to



Carol Rauh

Greetings, FCCA Members and Friends!

How wonderful that Spring has arrived! Walking our historic little city, browsing our museums and galleries, and frequenting our restaurants are among my favorite things to do on a lovely Spring day.

At Silversmith House, our volunteer gardener, the very talented Janet Vandenburg, will be applying her magic once again to turn FCCA's garden into a lovely oasis for everyone to enjoy.

There are a lot of activities going on at FCCA:

- We are participating once again in The Community Give May 3, sponsored by The Community Foundation of the Rappahannock Region. In addition to the article in this issue, you will be hearing more as the giving campaign gears up.

- Our Youth Art Program enters its third year this summer. There is no fee for the students, with FCCA covering instructor fees and costs of supplies through donations like The Community Give.

- We are having a Yard Sale April 9, 9 a.m.-4 p.m. in the FCCA garden. This is a great opportunity for studio spring cleaning!

- FCCA and other volunteers will be at Caledon State Park on April 23 for the annual Trash to Art.

- We will be tackling more structural repairs on Silversmith House now that the weather is better.

- And, of course, our two monthly, juried exhibits will be on display for everyone to enjoy with opening receptions on First Fridays at 6 p.m.

We continue to be grateful to everyone who supports FCCA! Please know how much you are appreciated. Best wishes for a happy Spring!

— Carol

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FCCA Receives Grant from City of Fredericksburg

We are pleased to share FCCA was chosen by the city as one of a handful of recipients of a Government Challenge grant this year. After a close review of our budget needs, board members determined the \$2,380 award should be split between repairs to Silversmith House (to be put toward a matching grant) and instructor compensation for the Youth Art Program. We are grateful to the city, all of our friends and supporters, and to Jurgen Brat, responsible for grants and fundraising. Because of you, FCCA can continue its programs and Silversmith House can be repaired. And that is wonderful indeed!

Docent Doings

Thank you Kathleen; welcome Laura and Jill

By Lee Cochran
Docent Coordinator

I am happy to report we are off to a good start with art sales this year. I am thinking the economy is finally getting better if people are buying art again. We are happy to be getting some practice on our new credit card processor by ringing up art sales.

Kathleen Willingham turned in her docent key recently. She is busy enough elsewhere that it is harder for her to find the time for us. She has put in many volunteer hours for FCCA over the years. Big "thank you" to Kathleen for all she has done for us. We hope she will have time for us again someday. We have two new docents at FCCA so Kathleen's docent key did not sit idle for long. One is Laura O'Leary, who is not only a lover of art, but also history. I am sure she will enjoy her time with us as much as we will enjoy having her. Another new docent is Jill DeVries. Jill moved here recently from Northern Virginia, and misses the art gallery she worked in up there so much, she is looking forward to volunteering with us. Please welcome our new docents.



Lee Cochran

FCCA features intern turned historian

Megan Crockett first came to FCCA last year as a student from the University of Mary Washington looking for a 3 credit-hour internship she needed to complete her degree in Studio Art. We not only put her to work at the docent desk, we also gave her the task of going through the old exhibit binders and streamlining the archives.

She is happy to report she got an A for her internship, and we are happy to report she is still very much an active member of FCCA. Through her internship duties she has learned much of the history of FCCA, and has recently taken on the task of being our historian. If you come in on her day at the docent desk, you might find her immersed in her historian duties.

DOCENT-IN-FOCUS



Megan Crockett

As well as being a student, and FCCA volunteer, Megan is also a busy mother of four children, and the wife of a Coast Guard lieutenant. Megan enlisted in the Coast Guard "a long time ago" and met her future husband, James Crockett, when they were both stationed in Sault Ste. Marie, Mich. She started her family first, then went back to school later in life. Megan moved to Stafford County when her husband was first billeted to this area in 2005. Megan transferred to UMW from Germanna Community College, and is hoping to graduate next Fall.

Megan has dabbled in many different fields of work over the years, including horticulture and engineering drafting. She has always been drawn to art.

We're getting great entries from near and far

By **Carrol Morgan**
Frederick Gallery Curator

The March "For and About Women" National Exhibit has been a great success, with our visitors offering many positive comments about the high quality of the artworks and the varied interpretations of the theme. It is a pleasure to present selected work by our FCCA members who live in far-away states, such as Ernie L. Fournet of New Iberia,



Carrol Morgan

La., and Teresa Blatt of North Hills, Calif., and to introduce emerging and well-known national artists to our Fredericksburg audience. The April Regional Exhibit, juried by Retta Robbins, brought a large number of entries from artists representing all parts of Virginia, and a few out-of-state artists who accepted the call-for-entries.

I am eagerly awaiting the entries in the May "A Fine Line" National Exhibit, and the return of our well-known juror Gina Cavallo Collins. The theme is intended to appeal to all artists and photographers as a challenge to interpret "a fine line" in a broad use of 2-D and 3-D media and techniques.

Retta Robbins will be exhibiting her work

with the "Exposure Unlimited" artists in June, when this local art group celebrates their 30th Anniversary with a return to FCCA. Nine artists will be displaying their recent work and providing the Artist Talk at First Friday, June 3, at 6 pm. A gentle reminder from the Curator, Assistant Curator and jurors - artists/photographers, please pay careful attention to matting and framing of artwork to ensure the viewer's focus is on the art, not on a poorly selected mat color or distracting frame. "Presentation" is often critical to the juror.

Happy art making to all, and please invite others to join us at FCCA, "where art and history meet."



A PARTNER OF THE VIRGINIA MUSEUM OF FINE ARTS

Fredericksburg Center for the Creative Arts Membership Application

Complete and mail/deliver to: FCCA Membership Chair
813 Sophia Street,
Fredericksburg, VA 22401

NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE(S) _____ EMAIL _____

Select level of tax deductible membership participation:

- | | | |
|---|--|--|
| <input type="checkbox"/> Individual \$30 | <input type="checkbox"/> Friend \$50-99 | <input type="checkbox"/> Patron \$300-499 |
| <input type="checkbox"/> Family (includes children under 18) \$35 | <input type="checkbox"/> Donor \$100-249 | <input type="checkbox"/> Fellow \$500-999 |
| <input type="checkbox"/> Senior (62+) (OR Full-time Student) \$20 | <input type="checkbox"/> Sponsor \$250-299 | <input type="checkbox"/> Benefactor \$1,000+ |

FCCA Membership: ☐ Renewal or ☐ New member Today's Date _____

Cash \$ _____ Charge \$ _____ Pay Pal \$ _____ Check \$ _____ Check# _____

☐ I PREFER TO RECEIVE FCCA NEWSLETTER BY EMAIL ☐ I PREFER TO RECEIVE FCCA NEWSLETTER BY USPS ☐ BOTH

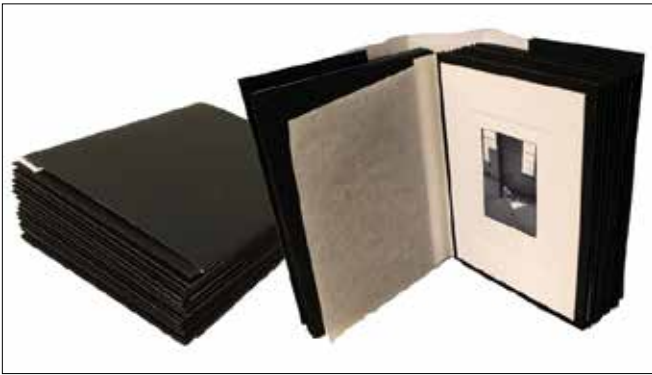
☐ I AM AN ARTIST AND WOULD LIKE TO RECEIVE COPIES OF EXHIBIT CALLS-FOR-ENTRIES/PROSPECTUSES BY USPS

I WOULD LIKE TO VOLUNTEER: ☐ Docent ☐ Teach Classes ☐ Public Relations ☐ Building & Grounds ☐ Hospitality & Receptions

☐ Exhibits ☐ Fund Raising ☐ Photography ☐ Archiving ☐ Executive Leadership ☐ Other _____

February 2016 - All Photography

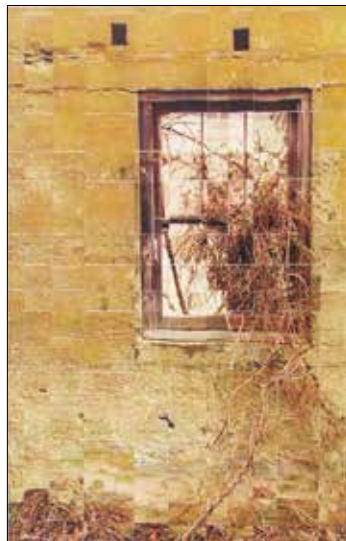
Juror *Adrienne Azhderian-Kelly*



First Place: *Opened Photo Book* art by **Ginna Cullen**, Louisa, Va.



Second Place:
Dennis Newton on the Dock, Christmas 2015
digital photo by **Jeromie Stevens**,
Fredericksburg, Va.



Third Place: *Window and Vines*
woven photos by **Michael Habina**,
Fredericksburg, Va.

Honorable Mentions

Interior World by **Carolyn Beever**, Stafford, Va.

Barn Dancing by **Becki Heye**, Fredericksburg, Va.

Hanging Fifteen by **Sheila Jones**, Fredericksburg, Va.

Lydia Mountain Window by **Dave Kennedy**, Fredericksburg, Va.

Primordial by **Fritzi Newton**, Fredericksburg, Va.

Childhood Memories by **Peggy Wickham**, Fredericksburg, Va.

Patriotism by **Norma Woodward**, Fredericksburg, Va.

March 2016 - For & About Women

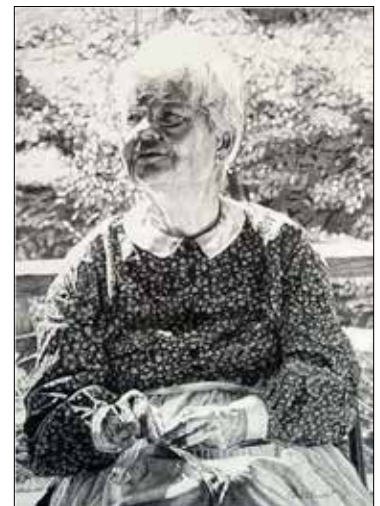
Juror *Sally Bowring*



First Place: *Making Do*, oil painting by **Collette Caprara**,
Fredericksburg, Va.



Third Place: *The Look*, oil painting by
Elizabeth Shumate, Newport News, Va.



Second Place: *Mother Machree*,
graphite drawing by **Ernie L. Fournet**,
New Iberia, La.

Honorable Mentions

Betsy with Bea's Mixing Bowl by **Nancy Brittle**, Remington, Va.

Guardians of Tomorrow by **Phyllis Graudszus**, Unionville, Va.

Lucy in Warm Air by **Susan Garnett**, Culpeper, Va.

Girl in Morocco by **Anita Holle**, Fredericksburg, Va.

The Chrysalis by **Kat Warren**, Stafford, Va.

Smoke Break by **Norma Woodward**, Fredericksburg, Va.

Frederick Gallery Exhibits Timeline

April: All-Media, Regional Juried Exhibit

Exhibit dates: March 27-April 29.

Juror: Retta Robbins

Reception: First Friday, April 1, 6-8:30 p.m., juror talk/awards, 6 p.m.

Exhibit closes: April 29, 4 p.m.

Pick up hand-delivered work: April 30, 10 a.m.-4 p.m., or within 10 days.

Retta Robbins, a native of Virginia, has spent most of her life teaching and traveling. Her work frequently reflects both her Virginia background and her far-flung travels. She has lived and traveled extensively in Europe, the Middle East, Southeast Asia, and the Far East. She holds a BFA from the Richmond Professional Institute (now Virginia Commonwealth University) and an MLA from Johns Hopkins University, with additional graduate work at New York University. She has also studied in Florence, Paris, and Kyoto. Her long service to Virginia arts resulted in the Distinguished Service Award for Art Education, given in conjunction with the Kennedy Center. She also served on the advisory panel for the Virginia Commission for the Arts.

May: A Fine Line, National Juried Exhibit

Exhibit dates: April 30-May 27.

Juror: Gina Cavallo Collins

Entries deadline: March 25, by 4 p.m.

Jurying: Tuesday, March 29.

Notifications by phone, email, postal: March 30.

Deadline for delivery of work: April 29, by 4 p.m.

Exhibit opens: April 30.

Reception: First Friday, May 6, 6-8:30 p.m., juror talk/awards, 6 p.m.

Exhibit closes: May 27, 4 p.m.

Pick up hand-delivered work: May 28, 10 a.m.-4 p.m., or within 10 days

Anticipated return shipping: June 1.

Gina Cavallo Collins is an independent curator and freelance writer living in Hanover, Va. She has worked in the museum field for over 20 years primarily as a curator with an emphasis in contemporary art. Working one-on-one with artists is her passion and she has exhibited the work of, and written about, numerous national and international artists over the years. Since moving to Virginia in 2006, she's been the Coordinator of Statewide Exhibitions at the Virginia Museum of Fine Arts and currently is VMFA Exhibitions Projects Coordinator, while managing her husband's organic vegetable farm and raising two children. She has a BA and an MA in Art History from Arizona State University.

June: Exposure Unlimited, Special Guest Artists' Exhibit

"Exposure Unlimited" Special 30th Anniversary Exhibit

Exhibit dates: May 28 – June 24

Curator: Bob Worthy

Exhibit opens: May 28, 2016

Reception: First Friday, June 3, 6-8:30 p.m., Artists' Talk at 6 p.m.

Exhibit closes: June 24, at 4 p.m.

Pick up work: June 28, or within 10 days

July: Focus on Color, National Juried Exhibit

Exhibit dates: June 25 – July 29.

Juror: Matt Lively

Entries deadline: May 20, by 4 p.m.

Jurying: May 24.

Notification by phone, email, postal: May 25.

Deadline for delivery of work: June 24, by 4 p.m.

Exhibit opens: June 25.

Reception: First Friday, July 1, 6-8:30 p.m., juror talk/



Intertwined

Mixed Media by
Stephanie Athanasaw,
exhibit For and About
Women, March 2016.

awards, 6 p.m.

Exhibit closes: July 29, 4 p.m.

Pick up hand-delivered work: July 30, 10 a.m.-4 p.m., or within 10 days.

Anticipated return shipping: July 6.

August: All-Media, Regional Juried Exhibit

Exhibit dates: July 30 – Aug. 26.

Juror: TBD

Entries deadline: July 15, by 4 p.m.

Jurying: July 19.

Notifications by phone: July 20.

Deadline for delivery of work: July 29, by 4 p.m.

Exhibit opens: July 30.

Reception: First Friday, Aug. 5, 6-8:30 p.m., juror talk/awards, 6 p.m.

Exhibit closes: Aug. 26, 4 p.m.

Pick up hand-delivered work: Aug. 27, 10 a.m.-4 p.m., or within 10 days.

September: Faces and Figures, National Juried Exhibit

Exhibit dates: Aug. 27 – Sept. 30.

Juror: TBD

Entries deadline: July 22, by 4 p.m.

Jurying: July 26.

Notifications by phone, email, postal: July 27.

Deadline for delivery of work: Aug. 26, by 4 p.m.

Exhibit opens: Aug. 27.

Reception: First Friday, Sept. 2, 6-8:30 p.m., juror talk/awards, 6 p.m.

Exhibit closes: Sept. 30, 4 p.m.

Pick up hand-delivered work: Oct. 1, 10 a.m.-4 p.m., or within 10 days

Anticipated return shipping: Oct. 3.

October: North Windsor Artists, Special Guest Artists' Exhibit

"North Windsor Artists" Special Exhibit

Exhibit dates: Oct. 1 – 28.

Curators: Carrol Morgan and Bob Worthy

Exhibit opens: Oct. 1.

Reception: First Friday, Oct. 7, 6 – 8:30 p.m., Artists' Talk at 6 p.m.

Exhibit closes: Oct. 28, at 4 p.m.

Pick up work: Oct. 29, or within 10 days

November: Touch of Blue, National Juried Exhibit

Exhibit dates: Oct. 29 – Nov. 25.

Juror: TBD

Entries deadline: Sept. 16, by 4 p.m.

Jurying: Sept. 20.

Notifications by phone, email, postal: Sept. 21.

Deadline for delivery of work: Oct. 28, by 4 p.m.

Exhibit opens: Oct. 29.

Reception: First Friday, Nov. 4, 6-8:30 p.m., juror talk/awards, 6 p.m.

Exhibit closes: Friday, Nov. 25, 4 p.m.

Pick up hand-delivered work: Nov. 26, 10 a.m.-4 p.m., or within 10 days

Anticipated return shipping: Nov. 28.

December/January 2017: Power of Small, National Juried Exhibit

Exhibit dates: Nov. 26 – Jan. 27, 2017

Juror: TBD

Entries deadline: Oct. 21, by 4 p.m.

Jurying: Oct. 25.

Notifications by phone, email, postal: Oct. 26.

Deadline for delivery of work: Nov. 25, by 4 p.m.

Exhibit opens: Nov. 26.

Reception: First Friday, Dec. 2, 6-8:30 p.m., juror talk/awards, 6 p.m.

Exhibit closes: Jan. 27, 2017.

Pick up hand-delivered work: Jan. 28, 10 a.m.-4 p.m., or within 10 days

Anticipated return shipping: Jan. 30, 2017.



Jane Forth



Although the places I paint are on the map, I believe imagination of the Blue Ridge takes over early on, for I find a compelling and entrancing beauty expressed in the dreamlike presence.

Painting with ancient techniques of encaustic medium – beeswax and pigment - I believe expressive of nature's vivid character. The fluidity of heated wax has a sense of the magical through influencing accidents and creative changes in direction that are often laborious. I work on a painting, sometimes over months or years until I have a sense of completion of a complexity of color and spatial ideas; often finding very direct and simple resolutions.

Biography

Jane Forth has lived in the northern Virginia Blue Ridge since 1978. Originally from Washington DC, she began exhibiting work in Washington in 1975, after a study in sculpture at the Pennsylvania Academy of Fine Arts and earning a BFA in painting from the University of Pennsylvania. She has continued to exhibit work in greater Washington DC as well as Virginia.

www.janeforth.com



Marilyn Hayes

The images in the encaustic monotypes in this exhibition are memories and imaginary inner reflections of significant features in the environments/locations where I live or have visited. The power and energy of certain features in the landscapes – the hills, mountains, skies, clouds, and water fascinate me. Working in encaustic wax monotypes enables me to transfer the essence of what I have seen or heard from my unconscious memory to the images in the prints. The bold color and movement in the work reflect my sensory and imaginary experiences and the swirling energy of the natural world.

The work in this exhibition reflects my love of and connection with nature, especially in the Blue Ridge foothills and my experiences and the unseen power and energy of the natural features of places I have visited.

Biography

Marilyn Hayes lives in Arlington, VA and has a second home place in Madison County, VA in the foothills of the Blue Ridge. She has been exhibiting her work since 1999 after studying at the Washington Studio School and continues exhibiting in the greater Washington DC area as well as in Virginia.

www.hayesartsstudio.com



Bev Bly

The original works of artist, Bev Bley, are creative collections of representational images and non-objective, abstract, or experimental expressions. She chooses to exhibit her designs on paper, yupo, canvas or, sometimes, whatever is available at the moment.

Bev's choices of medium vary from acrylics, watercolor, oil, gouache, pastels, inks, charcoal which may be applied with various brushes, sponges, sticks, brayers, pencils, crayons, stamps, papers or fingers-whatever will make a mark. In her 20-plus years of painting, her style is variety as she is constantly challenging herself through exploration of techniques and materials. Her impressions are created in her studios in Virginia and Maine or in plein air presenting a balance of energy and visual serenity. To learn more about the artist, visit www.beverlybley.com





Joyce Leatherwood Nature in "White"

I once took an artist journaling class and the first assignment was to work with our least favorite color – I chose purple. Before creating any art, we were to write down in a freeform style everything we could think of relating to the color we chose. I furiously wrote many things about the color purple and realized some of the associations were not so bad – maybe even good. I worked diligently with the color purple and thought about it for an entire week. I now find myself enjoying adding just a little bit of purple here and there to some of my artwork and feel quite a lot of enjoyment from that small act of realization and acceptance.

Most of my artistic career, I have worked with colors from nature – earthy colors. They suit my work and the ideas behind it. Every once in awhile, I am forced to question my choices. A fellow artist once told me my colors were "somber." After my previous experience with purple, I took awhile to consider this remark. I examined my motivations and came to peace with the comment, although, it is still used in a joking manner between my artist friends and myself.

As probably happens to everyone occasionally, I find that certain images or expressions keep being brought to my attention to the point that I have to take note and ask myself, "why is this being presented to me at this time?" Recently, it seemed that every blog and image stash I looked at seemed to be about using white. "White" in this sense can mean variations of white, tan, ecru, etc all used together as a "white" component. I read about it and admired the artists work and thought, "nice but not for me." I continued on with my somber

colors. AND THEN... a person very near and dear to me became engaged!

While working on the many wedding details and DIY projects, she could not find a bouquet idea she was happy with. Then it struck me... I tentatively presented the idea that I could fashion a wedding bouquet using the techniques of my current textile sculpture work – in white of course! The bride loved the idea and so I set to work. Funny thing happened on the way to the aisle... I fell in love with the color "white." I was anxious to try it out in my own sculptural work. Consequently, the inspiration for this body of work began with the creation of the bridal bouquet. Ironically, the brides' colors were purple and blue and so the bouquet included a tiny bit of purple! Alas, the wedding was not to be, however, the inspiration for this show had taken hold.

Learning and trying new ways of working in the same materials but with a different and limited color palette, I was forced to see and interpret similar subject matter differently. The emphasis of my work continues to be the forms and textures found in nature and represents, for me, the connection I feel with nature and the longing I have to be closer to the places where I feel most connected. In working with fibers, I have found ways to stitch, heat and cajole the fibers into textures and shapes which do not copy but represent the minutiae of nature which is often overlooked.

Welcome to my show – Nature in "White" – please enjoy!





Artists show off their stepping stones made at one of Cathy Ambrose Smith's classes.

Stepping Stone Mosaic Workshop

Cathy Ambrose Smith presents her Stepping Stone Mosaic Art Workshop April 16, 10 a.m.-4 p.m. and April 17, 2-5 p.m., at the FCCA upstairs classroom. Class size is limited to eight, ages 16 and older. The fee of \$125 for members and \$150 for non-members, includes all materials. Register and pay in advance at the FCCA (cash, check, charge or use Pay Pal on website).

For more information on workshops, visit the workshop page, www.fccava.org/Activities-ArtTrips-Classes-Events.html, on the FCCA website, www.fccava.org

Annual Art Bug Workshop for kids

Register early for Cathy Herndon's 26th Annual Art Bug Workshop for kids ages 7-13. The workshop is Aug. 8-12, 9 a.m. to noon, at the FCCA Silversmith House.

The cost is \$110 per child with FCCA members receiving a 10% discount. Membership rate for full-time students is \$20 per year; \$35 per family. Members receive discounts on classes, workshops, and artwork purchases. You will be added to our mailing list for newsletters, upcoming class notices and exhibit information.

All materials are included. Snack included. A different class will be taught each day including drawing, painting, mixed media, and sculpture. Please pre-register by Aug. 1 by contacting Cathy Herndon at 540-373-6763 or herndoncathy@gmail.com

Intensive Drawing Workshops

Maria Motz will teach her Intensive Drawing Workshops the first Saturdays every other month, May 7, July 2, Sept. 3, and Nov. 5, from 1 p.m.-4 p.m. at the FCCA upstairs classroom.

Registration and payments need to be made in advance at the FCCA (cash, check, charge or use Pay Pal on website). Each workshop is \$25, \$30 for non FCCA members, and class size is limited to eight students (age 16 and older).

Workshops include demo on basic drawing, line, tone/value, shading, perspective, and composition including still life, landscape, buildings, etc. Students will work with their preferred media such as graphite, charcoal, ink, watercolor, acrylic or oil as well as mixed media.

Call for Entries: FCCA, Community Bank of Chesapeake Art Exhibit

Artists who are members of FCCA are invited to submit entries for the May through July exhibit at the Community Bank of the Chesapeake, located in Central Park at 1340 Central Park Blvd., Suite 106. Submissions are due Wednesday, April 13.

Carol Baker and Darlene Wilkinson are the curators who will be coordinating the selection and installation of the art. There is hanging space for 17-20 small to medium pieces of artwork at the bank. Pieces should be no larger than 20 x 30 (framed size). If you have a larger piece, please contact Darlene before submitting online. All work must be for sale, properly framed and ready to hang (with gallery wire). All sales will be handled through FCCA with a 25% donation to FCCA off the sales price. Work must remain on display through the duration of the exhibition, which will run from May 2 through July 29.

FCCA members are invited to submit up to three works of art for this show. Only 2D work will be accepted. There is no entry fee for the show. Notifications of accepted work will be sent out on April 20. Delivery of accepted work to the Bank is May 2.

Procedures and requirements are the same as those for submitting to FCCA shows, however, you must submit digitally to fccaexhibitchtc@gmail.com (not FCCA).

Include the following information:
Artist Name

Mailing Address

Phone Number(s)

And the following information for each piece:
Title (Lastname_firstname_title.jpg)

Media

Framed AND unframed sizes (HxWxD)

Price

Pictures MUST be in JPG form (if you take pictures with a smart phone, they usually need to be converted to JPEG).

Images should be no larger than 1600 pixels in the longest dimension.

FCCA and Community Bank of the Chesapeake (CBTC) will host four exhibits in 2016, one each quarter. A call for entries will be posted for each show. Only FCCA members can participate.

Please stop by CBTC when you are in Central Park to see the

current display, featuring FCCA Board members and committee chairs. It is a creative, colorful exhibit that will hang until April 29. One of the pieces has already sold, and the artist has added a new piece.

The next call for artists will be in July. At that time, the curators will designate some of the artwork for showing at the Central Park branch, and some for the downtown Fredericksburg branch. This will be the procedure for all future shows as well.

If you have any questions, please contact Penny A Parrish, CBTC Special Events coordinator at penmark994@aol.com, or Darlene Wilkinson at fccaexhibitchtc@gmail.com.



Seurat Sunday, Caledon Sept 11

Mark your calendar. The annual Seurat Sunday plein air painting event at Caledon State Park will be Sept. 11, from 9 a.m. to 4 p.m.

Visual Poetry at the Library

Don't miss the Central Rappahannock Regional Library's upcoming art show Visual Poetry - a non-juried exhibit of artistic works inspired by poetry. Exhibit dates are May 27-June 30 at the Headquarters Library, 1201 Caroline Street Fredericksburg, VA 22401

All artists ages 18 and up are invited to participate. Artistic works must be original, inspired by a poem of your choice, and completed in the last five years. Show is not juried, but pieces may be not accepted due to limited space.

For framing requirements, art show schedule, entry forms, and more details, visit librarypoint.org/visualpoetry

Deliver submissions to Headquarters Library May 23, 2-9 p.m. and May 24, 10 a.m.-5 p.m.

The opening reception is May 27, 5:30-7:30 p.m. at Headquarters Library. If you have questions or need more information, contact the CRRL Graphics Department: 540-372-1144, x226.

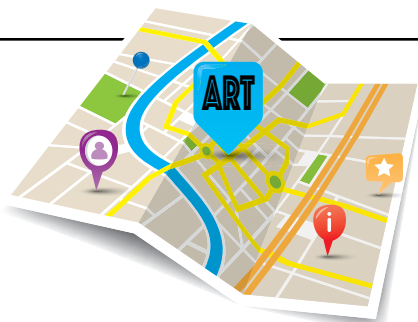


Join FCCA Yard Sale April 9

The FCCA hosts a member artists/crafters yard sale April 9, 9 a.m.-4 p.m., in the garden next to the FCCA's Silversmith's House.

If you artists and crafters have stuff you want to clear out of your studios, such as paints, canvasses, brushes, fabrics, yarns, strings, art/craft books, etc., the FCCA will provide members with the opportunity to do some spring cleaning and make some cash at the same time.

FCCA will provide bottled water and snacks for \$.50 and have 10 tables for rent at \$25.00 for the day. You can bring a small tent if it should rain. If you are interested in this event please R.S.V.P to Liana Pivrotto, vice president, at Rino3@verizon.net. Indicate if you need to reserve a table as only 10 are available.



Art M.A.P. Tackles Email Marketing

By Dawn Whitmore
Publicity

For this installment of Art M.A.P. (Marketing and Promotions), we are going to tackle email marketing. Did you know in today's creative market email marketing has the greatest return on investment?

According to Carolyn Etlund of Artsy Shark, "an email with a compelling subject line and a few other well-designed aspects of good marketing practices will have 40 times more customer gain than Facebook and Twitter combined."

The tricky part is learning how to have that "compelling subject line and other well-designed aspects of good marketing practices" and the kicker is there is no magic formula or list of ten steps to follow. There is just one thing which will make you better...writing emails. Will you make mistake and blunders as you go along?

The simple and truthful answer is yes. The best thing I have found is admitting when I make mistakes. Do I want to make mistakes? No! But, it is inevitable, from time-to-time errors, slip-ups and oversights happen. My philosophy: handle them and move on.

There are a few etiquettes with email marketing:

- This is the most important...NEVER SPAM. Only send email to people who have asked to be on your email list.

- Don't trick people. If you are having a contest and signing up to win means they have signed up for your email. Make sure each person knows and understands this.

- Have a unsubscribe portion somewhere on every email which is sent. Let people know you value their time and if they no longer want to be on your list all they do is hit unsubscribe.

- Do not sell, rent or otherwise give out emails from your list. McKenna of "My Golden Words" has a good tip: For every four emails sent out to your list, only have one be a 'selling' email.

- Respect people's time. Only send out a few emails per month.

You have some etiquette for email marketing. So, how do you get to grow your own list.

- Ask people. It can be the simplest, yet the hardest.

- Have sign up sheets at your shows.

- Use Facebook page "Call to Action" for email list sign up.

- Mention signing up for email list on Twitter.

These are only scratching the surface of ways to build your email list. Want more? Google 'tips to grow email list' and have a blast. YOUR M.A.P. CHALLENGE: Make the commitment to begin an email list. Once the list is created make a plan to email your list.

If you need help, check into Mail Chimp or SimplyCast. Both are email marketing software, which offer free services if you stay under their specified email list numbers.

The Art M.A.P. goal: Helping artists have a healthy and happy 'art baby'!

I will offer an Art Marketing Workshop, May 14, 2 p.m. For more details, contact me at publicity3@fccava.org.

Links to blogs mentioned

Artsy Shark: Why you must start your email marketing campaign

<http://www.artsyshark.com/2014/09/11/email-campaign/>

McKenna Hallet: mygoldenwords.com

Trash to Art April 23 start time changes to 9 am

By Carrol Morgan
Frederick Gallery Curator

In celebration of Earth Day, Caledon State Park on the Potomac River in King George County will host a beach clean-up and creative art making event April 23, from 9 a.m. to 3 p.m. The event start time has changed to coincide with the time of low tide.

"Trash to Art" is a free event supported by the Fredericksburg Center for the Creative Arts and the Alice Ferguson Foundation. It's open to all ages with prizes for the most creative trash sculptures. Caledon invites artists, non-artists, children, teens, and adults to work individually or in teams to remove litter from the beach and have fun assembling litter into unique art forms.

Participants should meet at the Caledon Visitor Center Pavilion at 9:30 a.m.

Transportation will be provided to/from the beach and all participants will be provided with trash bags and safely gloves for collecting litter. Litter collection bags will be transported to the park pavilion for sculpture building.

A picnic lunch will be provided by the Dahlgren Area Chief Petty Officer Association for a donation.

Participants should bring basic sculpture building supplies including lightweight wire, string, utility scissors, pliers/wire cutter, and hole-punch/awl. Create "Trash to Art" from 11:30 a.m. to 2:30 p.m. Judging of sculptures and awards will be at 2:30 p.m. with prizes in many categories. Finished sculptures can be taken home or put in a recycling dumpster. Members of the Fredericksburg Center for Creative Arts are partnering with Caledon to support this ecology friendly art event. Collection bags and gloves are provided by the Alice Ferguson Foundation.

Register to participate before April 22. To register, phone Caledon Visitor Center at 540-663-3861 or email intent to Caledon@dcr.virginia.gov. Provide your name, phone number, and the number in your party. For additional information or to volunteer to help with the event, contact Caledon or Carrol Morgan at xmorgan@hotmail.com or phone 540-760-6928. *Provided by Carrol Morgan, curator.*



Robert S. Hunter

An artist member of the FCCA, was invited to show his print "Abracadabra" at the Delta National Exhibition of Small Prints during February. The exhibition, now in its 20th year, is a competition held at the Bradbury Museum of Art located on the campus of the University of Arkansas. The Juror Dennis Michael Jon, associate curator of prints and drawings at Minneapolis Institute of Art, reviewed hundreds of submissions. Hunter's print was one of 55 selected for the exhibition. All the prints in the exhibition can be seen online at <http://bradburyartmuseum.org/dnspe/#/2016-delta-national-small-prints-exhibition/>



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Editor & Designer: *Valerie McGovern*
Frederick Gallery Art Photographer: *Carolyn Beever*

ADDRESS SERVICE REQUESTED



A day at the FCCA

Clockwise from left: Curator Carrol Morgan displays her #LoveFXBG promotion card along side FCCA's sign. FCCA member Cathy Washington and her daughter Liz Washington, Bridgewater University student, (daughter and granddaughter to Carrol Morgan) show off the #LoveFXBG promotion card. Members of the Frederick Gallery hanging crew finish installing "For and About Women" exhibit. Left to right: Bob Worthy, Beth Shumate, Carol Rauh, Dan Ramsey and Donna Coley.