

## 2018 Members' Gallery portfolios due now!

By Carol Baker  
*Members' Gallery Coordinator*

Portfolio submissions are due Aug. 11, for consideration to show in the Members' Gallery next year.

In 2018, we will again feature up to two artists per month, January - November, with the holiday exhibit in December.

Portfolio requirements are the same. 2018 entries must include a completed application (from the FCCA website or docent desk), one original artwork, and four high quality jpeg images to be mailed to Carol Baker or Darlene Wilkinson at [membersgallery@fccagallery.org](mailto:membersgallery@fccagallery.org). CD submissions are also acceptable. All 2-D and 3-D works are desired including mosaic work, textiles, pottery, drawings, sculpture, paintings, photography, lithography, screen-printing, digital graphics, and mixed media. There are no thematic requirements, although entries should best represent your style and vision.

As in years past, the selection process will continue to be fair, anonymous, and as confidential as possible. Jurors from out of town, and not connected to the FCCA, will convene in September to evaluate entries. In the unlikely event there are less than 22 portfolios submitted, artists of top rated portfolios will be offered a solo exhibit opportunity.

I encourage you to check out the FCCA website and follow the call for artists link for more application specifics. Feel free to e-mail me with any questions or suggestions. We have a talented membership and this is a great opportunity for seasoned and budding artists alike!



**Betsy** - Gouache and ink by Toni Scott, Celebrate Color & Light National Exhibit, July 2017.

## FCCA members: *Submit your art to hang at CBTC*

Artists who are current members of FCCA are invited to submit entries for the October 2017 through January 2018 exhibit at the downtown branch of the Bank located at 425 William Street.

Submissions are due Sep. 13.

Penny A. Parrish, special events coordinator for FCCA and the Community Bank of the Chesapeake, will oversee the selection and installation of the art. All work must be for sale, properly framed and ready to hang (with gallery hooks and wire). If art is sold, 25 percent of the purchase price will go to the FCCA.

Work must remain on display through the duration of the exhibition, which will run from Oct. 2 through Jan. 29. Or if a piece sells, the artist will be encouraged to bring in a replacement work.

FCCA members are invited to submit up to



three works of art for this show. Work must be submitted digitally to [bankartfcc@gmail.com](mailto:bankartfcc@gmail.com) or use the online submission form under CBTC. Only 2D work will be accepted. There is no entry fee for this show. Notifications of accepted work will be sent out via email on Sept. 20. Accepted

works must be delivered to the CBTC branch at 425 William Street the morning of Oct. 2.

Procedures and requirements are the same as those for submitting to FCCA shows, however, you must submit them to the above email site or the CBTC online form (not FCCA). Include the following information:

Artist name, mailing address, phone numbers, and the following information for each piece: Title (Lastname\_firstname\_title.jpg), media, framed size (HxWxD) and price. A 15-word description of the artwork – location, background, mood, etc., is optional.

Photos must be in JPG form. Images should be no larger than 1,600 pixels in the longest dimension.

If you have any questions, please contact Parrish at [penmark994@aol.com](mailto:penmark994@aol.com).

# FCCA Youth Art Education

## 'Artistic endeavors lead to better scientists'

Greetings Artists and Friends,

Most of you know our FCCA as one of the best venues for showing and appreciating art within the Greater Fredericksburg Area. Lesser known by some, but perhaps as important to the community, is our Art Education Program, and particularly the programs for our youth.

This year has been a busy and productive one for Youth Art Education. Thank you to all members who made the FCCA-sponsored summer and year-round Youth Art Education programs successful. You may have benefitted our community's children more than you think.

The value of Youth Art Education is a subject deserving much publicity and discussion. With limited space available, let me touch on a few important points. The value of artistic versus scientific education has been debated for years within education circles. Lately the arguments seem to be getting louder. There are those who contend that science feeds world progress and the economy, while art is just a recreation. Others argue that arts are essential for human communication and expression within and across organizations and cultures. The wisest and most pragmatic voices in this discussion understand that this is not an either/or situation. Science and art have progressed hand-in-hand for as long as man has existed.

Albert Einstein once said, "After a certain high level of technical skill is achieved, science and art tend to coalesce in esthetics, plasticity, and form. The greatest scientists are artists as well." Please interpret the quote for yourself, but it means to me that creating both new technologies and artistic works require technical knowledge and imagination, with only the end product as the difference. As an example, Leonardo Da Vinci is known to all as both an artist and scientific inventor. Do you think he could separate the two roles?

Now, back to the subject of Youth Art Education. Recent studies have shown that helping children translate their imagination into tangible forms, such as various types of art, aids them in visualizing and understanding science. One might say the artistic endeavors lead to better scientists, and perhaps artistic understanding is an essential precursor to scientific understanding. Taking this idea full circle, I would like to thank our members who have supported the Youth Art Programs for helping develop our next generation of scientists!

For the good of our community and world, never stop creating, and never stop inventing!

Best Regards,

Walter

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**Penny Parrish, Community Bank of the Chesapeake exhibits**

[Penmark994@aol.com](mailto:Penmark994@aol.com)

### Docent Doings



Laura O'Leary



Charlotte Burrill

## Welcome new docents Cory, Vanda, Lys

We wish to welcome three more dedicated docent volunteers to our docent team! Our new members are Cory Bell, Vanda Croasdale, and Lys Reed. Each joined not as artists but as individuals who delight in appreciating art and the character of our Silversmith House. Thank you for becoming docents for our FCCA and welcome to our docent team!

Some Important reminders:

Our Docent Coordinators email has changed. The new email address is [docent@fccagallery.org](mailto:docent@fccagallery.org)

Docent Volunteers will continue to keep FCCA doors open late, 8 p.m., Fridays, until the end of October.

On some Friday evenings talented musicians grace us with wonderful music to enhance our viewing and listening enjoyment. Stop by to share the arts experience at the FCCA: Where arts, history, and music come together. From your Friendly Docent Co-Coordinators, Charlotte Burrill & Laura O'Leary.

## Thank You For Your Donations

Donors to FCCA in June and July:

Friend Level:

Elvira Dimitrij and Gary & Lois Skipper

Donor Level:

Teresa A. Blatt, Nancy Brittle and Patricia O'Brien (May donation)

Art Education Donations:

Visitor Center Children's Art Exhibit

Donor Jar

Fourth of July Face Painting Donor Jar

Quarles Petroleum Employees

Joseph & Phyllis DiBella

Cathy Ambrose Smith

Virginia Commission for the Arts/  
Fredericksburg Arts Council

# Please note: Our email addresses have changed

By Carrol Morgan  
Frederick Gallery Curator

These are the lazy days of summer, but you will find the exhibition teams busy at all the tasks that provide a new Frederick Gallery exhibit each month.

In addition to the docents who interact with submitting artists, there are over 25 dedicated volunteers who catalog and enter work into the exhibit data base; handle and store art; present actual art and digital images to the juror for selecting exhibit work; record selections and notify artists; unpack and repack shipped work; and take down and install each exhibit. "Thank you" to all the FCCA volunteers.

The July 7th First Friday reception for "Celebrate Color & Light" was seasonally warm and crowded with artists and visitors eager to



Carrol Morgan

meet the juror Francis Thompson, Art Program Manager for Capital One ("What's in your wallet?") and to enjoy art conversations and music performed by the FCCA trio in the garden—what a wonderful evening. Exhibiting artist Kate Landishaw of Greenville, S.C., made the trip and was pleasantly surprised by the honorable recognition of her work. Congratulations to all the artists who were selected for the exhibit and to those whose work was recognized with awards. Check the FCCA Facebook page for photos.

Our regional juried exhibits are beginning to draw more out of state artists - maybe they are drawn to open calls-for-entries with no themes? I am happy to report that most artists have now switched to D-rings for attaching hanging wires to prevent damage to their frames and surfaces in handling and storage. Thanks, artists.

Our website had added a "Like It, Own It" page at <https://fccagallery.org/like-it-own-it/> to promote sales, and our publicity and marketing

chair, Dawn Whitmore, will be working on other methods to encourage purchases of original art.

Please note that all FCCA email addresses have changed and now end in @fccagallery.org. The new email contact address list is available in the newsletter and on our website [www.fccagallery.org](http://www.fccagallery.org), under "About Us" on the "Contact Us" page.

Mark your calendars for upcoming FCCA events such as all First Fridays (yes, the free trolley is running this summer), ART ATTACK on Sept. 9 (the unique Fredericksburg celebration of art-making along the streets of downtown and after-party at FCCA), Seurat Sunday at Caledon State Park Sept. 24 (plein air painting and photography for all), and mark those call-for-entries deadlines for November "Tranquility" national juried exhibit entries due Sept. 15 and the December/January "Word, Text & Image" national juried exhibit entries due Oct. 20.

Tell your friends and guests about the 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 \_\_\_\_\_

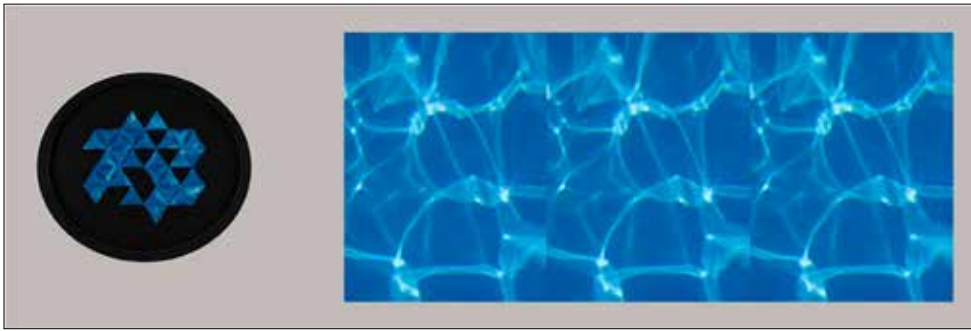
Cash \$ \_\_\_\_\_ Charge \$ \_\_\_\_\_ Pay Pal \$ \_\_\_\_\_ Check \$ \_\_\_\_\_ Check# \_\_\_\_\_

☐ 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 \_\_\_\_\_





**First Place:**  
*3H2O (diptych), multimedia*  
by **Jim Sconyers**, Staunton, Va.

## July 2017 - Celebrate Color & Light National Exhibit

### Juror *Francis Thompson*

First, I would like to thank Carol Morgan for inviting me to jury this exhibition. It was a pleasure working with her and the other members of the FCCA. The final selection for pieces in the show resulted in 59 total works in various media and sizes coming from 11 states. I know the number of works challenged how they would fit in the gallery space, but I believe the final placement of all the works turned out very well. Many thanks to the installation team for their excellent work.

For every juried exhibition, I always have an approach that is specific to the show itself. In this case, I examined each work for how closely tied it was to the theme of the exhibition, the craft and mastery the artist has over their work, the overall finished quality and presentation of the work, and the creativity or approach to content within the work. All works submitted were closely considered for the exhibition and I greatly appreciate all artists that provided work for review. The entries were very diverse in content and strong in craft / execution, so I found that looking at how closely pieces related to the theme was helpful in navigating my process in selecting works for the show and deciding the awards winners. I thought I would point out that there were several small works in the show that I found exceptional. It is my belief that even small works can be very impactful, so I always take time to study each work closely so there is not to be any element overlooked or missed.

It was a pleasure reviewing all the works and having the opportunity to learn about many artists that I was not previously familiar with. I admire the mission the FCCA has in their programming in bringing together artists on a regional and national level for their juried exhibitions. I hope you will enjoy the exhibition in the space and could explore each piece closely as did I.



**Second Place:** *Dreaming of Neverland, photograph*  
by **Maura Harrison**, Fredericksburg, Va.



**Third Place:** *Love XOXOXO, shadow collage* by  
**Teresa Blatt**, North Hills, Calif.

### Honorable Mentions

*It's All Relative*, acrylic 4-panel installation by **Elizabeth Shumate**, Newport News, Va.

*What was that?* watercolor/ganache/pen by **Jan Poteet**, Summerduck, Va.

*Worshiper of the Light*, photograph by **Saeed Ordoubadi**, King George, Va.

*Hallucinogenic Sigh*, acrylic & markers on paper by **Kate Landishaw**, Greenville, S.C.

*Sunset in Duck, NC*, photo on canvas by **Thomas Hennessy**, Mechanicsville, Va.

*Fleur Rouge*, oil painting by **Joose Hadley**, Lutz, Fla.

*Blind Illusion*, photograph by **Lee Cochran**, King George, Va.

*Rt. 75*, oil & cold wax painting by **Peg Belcastro**, Shermandale, Penn.

## Frederick Gallery *Exhibits Timeline*

### September:

#### A Different Perspective National Exhibit

Exhibit dates: Aug. 26 – Sept. 29

Juror: Vaughn Garland

Deadline for delivery of selected art: Aug. 25, 4 p.m.

Reception: First Friday, Sept. 1, 6-8:30 p.m., Juror Talk/Awards at 6 p.m.

Pick up hand-delivered work: Sep. 30, 10 a.m.-4 p.m., or within 10 days. Anticipated return shipping: Oct. 2

Vaughn Garland is an independent curator, media scholar, critic, and multimedia artist with a Ph.D. from the interdisciplinary Media, Art, and Text (MATX) program at Virginia Commonwealth University as well as a M.F.A. from the Painting and Printmaking Department from Virginia Commonwealth University. Garland continues to be a community activist in the arts and has held board member positions on several Richmond arts organizations, including the Chair of the Public Arts Commission, Richmond's Urban Design Committee and the chair of exhibitions at 1708 Gallery. Garland is co-founder of the 2005/2006 Richmond Outdoor Sculpture Invitations and curated a exhibition for the 2013 RVA Street Art Festival.

### October:

#### Middle Street Gallery Special Exhibit

Exhibit dates: Sept. 30 – Oct. 27

Curators: Carrol Morgan and Bob Worthly

Deadline for delivery of work: Sept. 22, by 4 p.m.

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

Pick up work: Oct. 28, 10 a.m.-4 p.m., within 10 days

### November:

#### Tranquility National Juried Exhibit

Exhibit dates: Oct. 28 – Nov. 24

Juror: Diego Sanchez

Entries deadline: Friday, Sept. 15, by 4 p.m.

Jurying: Sept. 19

Notifications by phone, email or USPS: Sept. 20

Deadline for delivery of selected work: Oct. 27, by 4 p.m.

Reception: First Friday, Nov. 3, 6-8:30 p.m., Juror Talk/Awards 6 p.m.

Pick up hand-delivered work: Nov. 25, 10 a.m.-4 p.m., or within 10 days

Anticipated return shipping: Nov. 27

Diego Sanchez was born in Bogotá, Colombia, South America, and arrived in the United States in the summer of 1980. He obtained an MFA from the Painting and Printmaking Department from Virginia Commonwealth University and has been teaching art classes for the past eighteen years to people of all ages, including The Virginia Museum, The Visual Art Center of Richmond, VCU, VUU, and currently at St. Catherine's School. He has shown his work throughout Virginia, and in Peru, Italy, Belgium, Colombia, and France. He was the first recipient of the Theresa Pollack Artist of the Year Award and has served as a juror for art competitions including the Virginia Museum Fellowship, Scholastic, and Visual Arts Award for the State of Maryland Arts Council. Sanchez's work is in private and corporate collections including: Sidney and Frances Lewis, Charlotte Minor Media General, First Market Bank, Capital One, Federal Reserve Bank of Richmond, Markel Corporation, and Phillip Morris.



## Celebrating Independence Day

FCCA opened its doors to visitors with colonial-garbed volunteers and refreshments July 4.

Historical interpreter Mike Callahan of Maryland, returned as James Brown, a silversmith and second owner of FCCA's home, the Silversmith House. Brown invited the townspeople to attend the first Fredericksburg celebration of Independence Day, in 1805, at his home and privately owned "Brown's Island" in

the Rappahannock River behind his home.

Callahan re-enacted Brown's reading of the Declaration of Independence, as presented that day. The King George Historical Society provided the costumes. FCCA also had a face painting station, served refreshments, and Jurgen Brat, grants & fundraising board member, demonstrated creating oyster shell mortar for historic stonework.



Top: Frederick Gallery Curator, Carrol Morgan, paints the face of a young visitor. Left: Carol Rauh, welcomes guest at the decorated Silversmith House entrance. Above: Mike Callahan, poses as James Brown, Silversmith House owner in 1805.



## VICKI WILSON



Vicki Wilson returns to her home state of Virginia for this exhibit of installation, sculptures and pottery in the Members' Gallery at FCCA. The show, titled "History Lessons", runs Aug. 1-25 with a First Friday reception, Aug. 4, and an informal artist talk and wood-fired pottery sale Aug. 25. from noon-4 p.m. The talk will take place at 1:30 p.m.

For the artist, this is more than an exhibit opportunity. While attending Stafford High School in the early 90's and working as an apprentice to the noted Stafford sculptor, Retha Walden Gambaro, Vicki took one of her first sculpture workshops at FCCA. Preparing for the exhibit began with a cross country journey from Oregon, where Wilson has resided for the last 22 years. Since June 1st, the artist has been a resident at Cub Creek Foundation Pottery Studio in Appomattox, Va. All of the work for this show has been conceived and created during this intensive residency program. One benefit of this program is an opportunity to reconnect with Fredericksburg area family, friends and the landscape that was such an important part of her formative years. Another benefit of the program is the opportunity to learn new techniques with clay. Cub Creek Foundation offers direction in making clay with local deposits and the firing of atmospheric kilns using gas and wood. Wilson was awarded a career opportunity grant from the Oregon Arts Commission with additional funding from the Ford Family Foundation to complete this summer program.

The concept for the show rises from the different types of processing involved in creating. Wilson's work has long been reflective of her personal experiences and relationships of all kind. They have often involved metaphors and surreal imagery to get at points about human nature. This show employs the language and actions of the studio to support the personal concepts. In the installation titled "Pressed and Tested" a series of 1000 test tiles, which are routinely made by potters for the development of glazes, are transformed into a revolution because the tiles have been pressed



into molds in the shapes of protesting mouths. The artist was inspired by the recent Women's Marches, but in the historic setting of the Silversmith house, Wilson feels the work is open to numerous interpretations.

Another work that is taking shape involves clay dug up in the different states the artist drove through on her journey to the East Coast. Ten clays from the trip will be used, including clay from the site of the Wilson family home, which was demolished for a new road in Fredericksburg many years ago. Wilson remarks, "This 'wild clay' project is what the whole trip has been about for me. Now that I have the material, I find myself unsure of the best thing to make it into. With such a limited resource, just about a gallon bag of each kind of clay, I've placed pressure on myself that this piece has to be really good. For sure this is a rite of passage for me. I first drove to the West Coast when I was twenty. What does it mean to return, now, with my emotional bags and my clay bags in hand? This is what it means to me to be an artist, to take my own head apart and rebuild it in view of others. It's the way I express compassion and let people know that I am with them and feel their

struggles."

Vicki is also keeping a blog about the trip and residency at: <https://vicsdirtroad.wordpress.com/>

Cub Creek Foundation is operated by potter, John Jessiman, who was a student of Val Cushing at Alfred University and, himself, a professor for many years at New York State University in Cortland, NY. John operates his personal studio and provides studio space and housing for up to 7 additional residents on his 100 acre former plantation. Residents have come from around the globe to share in the operation of these unique kilns including the Noborigama (a 3 chambered, Japanese-style, hill-climbing wood kiln). Current residents hail from across the U.S. and are at varying stages in their careers.





## Sheila Robinson Jones

My love of photography goes back to the 1960s when I got my first camera, a "Swinger" by Polaroid. Through the years, I have used cameras with 110 film, 126 film, flash bulbs, flash cubes and film disc. I still have photos I took during my fourth grade trip to Jamestown.

Today I take photographs like I did when I was young, just for the fun of it. Occasionally I get to show some of my works and hope others may see some of the beauty that I see through my lenses.

I have lived and worked in the Fredericksburg area all my life. My husband Keith and I are retired employees of the City of Fredericksburg. We have two sons and two grandsons. I am a member of Art First Gallery and the Fredericksburg Center of the Creative Arts where I have been involved with the youth art program.







## David Boyd

After 25 years as an officer in the United States Army, I retired to enter the civil service as a senior executive running research and development programs in the U.S. Department of Justice. In 2003, I was asked to help stand up the Department of Homeland Security's Science and Technology Directorate and served there until my retirement in 2014. I currently teach a graduate technology course for the University of Massachusetts but spend most of my time taking care of my small farm and pursuing my hobbies - amateur radio and photography. I find photography to offer the kind of challenge I enjoy and I love doing it outdoors. Nature, landscape and the tiny creatures that inhabit our planet are the things I most enjoy photographing.



# Youth Create Art in the City

The Kids in FCCA's Youth Art Program created a mural at the Doris Buffet Dixon Park Pool as part of its Summer Art Program.

According to Art Education Coordinator, Sheila Jones, a mural for the Youth Art Program has been discussed for quite a while. "We wanted the opportunity to create a permanent mural within the city of Fredericksburg," she said. A grant from the Fredericksburg Arts Commission would be the impetus for this desire to become a reality.

The students were able to utilize the art skills taught throughout the year to create the whimsy and colorful mural. FCCA wants to thank everyone involved in the creation of the mural and also thank those who consistently continue to support the Youth Art Program. It is through grants from the Fredericksburg Art Commission and the Virginia Commission of the Arts, and from private donations that this program exists.

To donate contact FCCA at 540-373-5646. More information on this project can be obtained by contacting [publicity@fccagallery.org](mailto:publicity@fccagallery.org).



Photos by Sheila Jones



Lauren Neely, Hazel Hill Resident Services Coordinator, far left, and Adrian Loving FCCA Summer Youth Art Program teacher, far right, pose with young artists and their mural at the Doris Buffet Dixon Park Pool.



## Publicity team working for you

Your FCCA publicity team, headed by board member Dawn Whitmore, strives to make sure FCCA news is not only getting to you, the members, but to our community too. We consistently send out press releases, mail chimp, update our social media, publish a newsletter, and relevant website. One area on our radar has been art sales. We are diligently researching and discussing with the board of trustees ways to boost sales. A recent addition has been the "Like it? Own it!" (<https://fccagallery.org/like-it-own-it/>) to our website. We assure you that your FCCA Publicity team is pursuing available avenues for both FCCA's and your success.



## Art Attack After-Party at FCCA

Art Attack is Sep. 9 from 10 a.m.-4 p.m. FCCA is hosting the Art Attack After-Party for the second year starting at 4:30 p.m. We invite FCCA members to join both Art Attack and the After-Party. Everyone is invited to historic Fredericksburg to watch and participate as artists transform the city streets into art studio space.

To help with the After-Party contact Lee Cochran, FCCA hospitality coordinator.

Art Attack is a grassroots event that gets folks out of the studio and into the streets. This is the sixth year for Fredericksburg's Art Attack.

According to its website, [artattackproject.com](http://artattackproject.com), Art Attack is a grassroots event that gets folks out of the studio and into the streets. The event was started by Bill Harris and Gabriel Pons. "Art Attack was originally conceived as a way to build solidarity amongst practicing artists. They recognized that whether you're just starting out or a seasoned veteran, it's always better to be connected to a broader community of creative minds."

To participate as an artist, be sure to register on Eventbrite:

<https://www.eventbrite.com/e/art-attack-fredericksburg-tickets-36243896470>

## Go to Seurat Sunday Sept 24

The Fredericksburg Center for the Creative Arts continues its annual tradition of sponsoring Seurat Sunday with an all-day plein air painting and photography event Sept. 24, at Caledon State Park, 16617 Caledon Road, King George, Va.

There's no rain date. The event begins at 9 a.m. at the Caledon Visitors Center with artists loading their gear onto a flatbed wagon for transport to areas along the trails, marshes and beaches.

Artists are invited to spend the day at their preferred locations or move about the park seeking photo opportunities where they will find nature's best vistas and views of graceful white egrets in flight. The transport wagon will



return every hour to each location. After a day of capturing visual images, the participants will return to the visitors center for a show of their day's work and light refreshments provided by the Friends of Caledon.

The Seurat Sunday event has long been a tradition in the region, dating back to the late 1970s. Started by the FCCA in cooperation with Belmont and the Virginia Museum of Fine Arts, Seurat Sunday is named for the French Post-impressionist painter, Georges Seurat (1859-1891), best known for his landscape painting, "A Sunday Afternoon on the Isle of La Grande Jatte" of the Art Institute of Chicago. FCCA is proud to partner with Caledon State Park and its staff to offer this unique art event each year. Registration is required by Sept. 22. Phone Caledon Visitor Center at 540-663-3861 and leave your name, contact information and number in your party.

For additional information contact Carrol Morgan at [curator@fccagallery.org](mailto:curator@fccagallery.org) or phone 540-760-6928.

## Thank You Art First!

Adrian Loving, FCCA Summer Youth Art Program teacher, accepts a gift from Art First gallery members Elise King-Lynch and Casey Shaw, during FCCA's First Friday event, July 7. The program exists thanks to private donations and grants from the Fredericksburg Art Commission and the Virginia Commission of the Arts. To donate, contact the FCCA at 540-373-5646. Art First gallery, located at 824 Caroline Street, was founded in 1992. It is Fredericksburg's first established artists' cooperative. Visit online at [www.artfirstgallery.com](http://www.artfirstgallery.com)



Photo by David Kennedy





Dawn Whitmore's Gracies Gown  
Reflecting Lanterns



Penny Parrish with her photo and ribbon.

## Members earn art kudos

Several FCCA members had achievements to be proud of over the last few months.

Six FCCA members had artwork accepted in the 2017 Virginia Mennonite Retired Community Art Exhibition in Harrisonburg, Va.

Congrats to Penny Parrish, Norma Woodward, Lee Cochran, Teresa Blatt, Robert S. Hunter and Dawn Whitmore. This is a highly competitive, yearly exhibit in which only 18 percent of the submitted works from 30 states gained entry to the show. Another congratulations to Parrish, Woodward, Whitmore, and Cochran on their artwork finding forever homes at the VMRC show.

Five FCCA artists won a combined 13 awards during 2017 Uniquely Stafford, held at the Porter Library until Aug. 31. Congrats to Maura Harrison, Carolyn Beever, Charlotte Burrill, Penny Parrish and Dawn Whitmore on their awards.

## Marketing your art

### Email marketing greatest return on investment

By Dawn Whitmore  
*Publicity*

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 mistakes as you go along? The simple and truthful answer is yes. The best thing I have found is admitting I make mistakes. 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.

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. For more details, contact me at [publicity@fccagallery.org](mailto:publicity@fccagallery.org). Links to blogs mentioned Artsy Shark: Why you must start your email marketing campaign <http://www.artsyshark.com/2014/09/11/emailcampaign/McKennaHallett:mygoldenwords.com>



**Light and Shadow #2**

Acrylic on canvas, woven by Richard Minard, Celebrate Color & Light National Exhibit, July 2017.



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**The Grand Color Game I**

Oil on canvas by Chris Luckman, Celebrate Color & Light National Exhibit, July 2017.