



## Cincinnati Art Club

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[www.cincinnatiartclub.com](http://www.cincinnatiartclub.com)

### BOARD OF TRUSTEES – 2019-2020

**President**.....Don Schuster  
**Vice President**.....Marlene Steele  
**Secretary**.....Christine Kuhr  
**Treasurer**.....Steve Hart  
**Catering**.....Merida D'Augustine  
**Development**.....Gary Eith  
**Exhibitions**.....Marlene Steele  
**House & Property**.....Don Baumgarten  
**Membership**.....Setsuko LeCroix  
**Programs**.....Christine Kuhr  
**Publicity**.....Dale Wolf  
**Sketch Group**.....Jerry Saylor  
**Volunteer Coordinator**.....

Kathryn Al-Lamadani

**Workshops**.....Eileen McConkey

### OFF-BOARD SPECIAL ASSIGNMENTS:

**Caretaker**.....Joan Miley  
**Curator**.....Roger Heuck  
**Assistant Curator**.....Don Schuster  
**DAWG**.....Lisa Koepke  
**Historian**.....Dave Klocke  
**Social Media**.....Elizabeth Kitchen  
**Webmaster**.....Deb Marvin  
**ViewPoint** .. Steve Hart, Eileen McConkey  
**Art of Giving**.....Setsuko LeCroix  
**Founders' Week**.....Eileen McConkey

The Dragonfly Newsletter is published monthly from September to May plus a Summer Issue in mid July. Additionally, we publish a quarterly online Dragonfly Magazine in Summer, Fall, Winter and Spring. Member submissions to Dragonfly Editor are welcome. Deadline for entry is the 10th of the month prior to publication. Send submissions for Dragonfly to

[dragonfly@CincinnatiArtClub.com](mailto:dragonfly@CincinnatiArtClub.com)

For web content, submit whenever you want to share information to

[webmaster@CincinnatiArtClub.com](mailto:webmaster@CincinnatiArtClub.com)

There is no deadline for web content.



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## PRESIDENT'S MESSAGE

DONALD A. SCHUSTER



May usually brings us to the end of our **Club** year with our Dinner Meeting as wrap-up.

Not so this year! The Annual Business Meeting will be delayed to a period when it's safe to gather. We will be erring on the side of caution and plans for restarting **Club** activities will put your health and well-being above all.

By now you should have seen our Call to Artists for the Spring Signature Online Exhibition. This will be the first time a **Cincinnati Art Club** exhibition will be held entirely online. The American Art Society of Cincinnati will not be voting on this year's exhibition,

but will as soon as we're displaying in the gallery again. We are looking at what other functions we can take online. The Board of Trustees had their April meeting by video conferencing via Zoom. Don't be surprised if distance learning becomes a hallmark of the **CAC**.

Membership Renewal and Trustee Ballots are being mailed and should be in your hands by May 1. **Please fill out these forms and mail them back with your annual Dues as soon as possible.** Dues are the greatest source of funding for our **Club**!

We will be keeping you informed via Constant Contact and if necessary, snail mail. Please continue to practice your artistic endeavors... and stay well!

Don

### May Business Meeting Postponed

In an effort to do our part toward flattening the curve of the Coronavirus, we will postpone the annual Business Meeting until it is safe for us all to gather. This will be a critical meeting as we discuss the future of our physical facilities among other important business. Your comments will shape how we move forward.

### Beautify Our Club Gardens

Please donate specimens as you thin your plantings, separate your hostas, or are given plants or bulbs that you can't use. We can use these donations to add some color and texture to our clubhouse campus. The garden has portions that are full shade and full sun, so all specimens would be welcome. Please bring your donations by, and place them around the corner from the mailbox. You will see the hose spigot there. There's plenty of room and they will be out of sight until we put them in place. We think I'll be able to identify the plants, so no labeling is necessary.

### Spring Signature Exhibition Goes Online

Get ready now to submit your work for the juried competition. Due to the COVID-19 Pandemic and State restrictions, we are planning on a new format for this year's Spring show. We are now busy building the technology to present the entire exhibition online. The show is open to all Signature members with a **limit of one piece per member.**

**ENTRY PERIOD** Starts April 27 and Ends May 1; No entries will be accepted after Friday, May 1. **SHOW OPENING** is on May 8 and the show extends from May 9 to May 22.

## Art Club to Launch a New Magazine

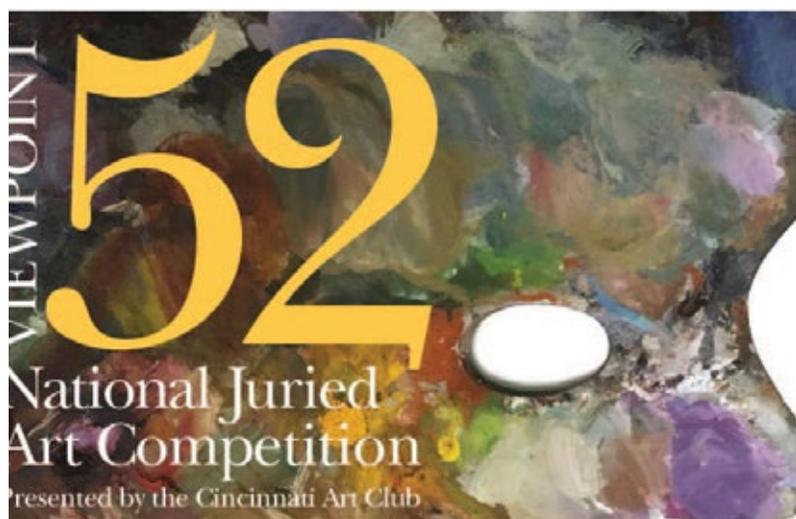
The Board has approved the creation of a new digital magazine called *Imagine*. The magazine will continue our work in expanding visibility of the **Cincinnati Art Club** across the Greater Cincinnati region. It will be a quarterly publication and the content will be all about the artists who help make our community a better place in which to live.

The first issue of *Imagine* will come out this Summer and feature the work being done by **Trish Weeks, Jimi Jones, Cecilia Brendel, MaryBeth Karaus, John Leon, Carin Hebenstreit, and Patrick Romelli**. It will also include a huge feature story about our watercolorists: **John Ruthven, Heidi Hanssen, Bruce and Nancy Neville, Tim Smith, Helmut Kientz, Joan Miley, Dorothy Burdin, Ray Burt, and Joyce Sutkamp Friedman**.

**Dale Wolf** is editor of *Imagine* (in addition to handling *Dragonfly*) and **Tim Smith** is providing the graphic design. Also on the *Imagine* team are **Michael Brendel** (production editor), **Ray Hassard** (quality editor), writers **Mandy Putnam** and **Mike Paolercio**, and **drewkidd** (circulation manager). If you would like to help us in the planning, writing and administration of *Imagine*, please contact us at [imagine@cincinnatiartclub.com](mailto:imagine@cincinnatiartclub.com). We are especially in need of writers, photographers, and members who are good at organizing and scheduling the many details of getting each issue created and published.

## ViewPoint 52 Coming this September

**ViewPoint 52** will be held at the new Art Design Consultants Gallery at 2124 Madison Road, Sept 11-24. Online entry deadline is July 14 and postal entries must be postmarked by July 10.



**Steve Hart** is chairing this year's juried competition. Volunteers stepping up to make this event a great success include **Mandy Putnam, Carol Holand, Mike Paolercio, Lorrie Hickey, Judith Affatato, Kathleen Wilkens, and Jamie Markle**.

### ViewPoint Show Judge Announced: Patrick Lee

The finalist judge will be Patrick Lee. In his own art, he draws heavily on intuition and imagination to develop an image, frequently altering the drawing, color, and spatial relationships to create a mood and express a feeling about the subject. This often leads to strong elements of abstraction and suggestion in his work, rather than explicit detail.



## Upcoming Workshop with John Porter Lasater IV

### *Making Art Outdoors*

Using the outdoors as your art studio isn't always ideal, but there's no reason it can't be the place where you create timeless works of art. Known for his string of awards in national competitions with a staggering variety of landscape subjects, John excels at pictorial concepts, open-form painting, naturalism, sophisticated color mixing and design principles. With his years of painting and teaching experience, expect to be enlightened by his hands-on help and challenged by his lectures and demonstrations.



Sign up now and the date will be set once we can safely gather. Learn how to choose a painting spot that has pictorial potential, to reduce the visual information to its essence, ways to start and sustain an outdoor painting, how to create a sense of space in a painting and how to work wet-on-wet.



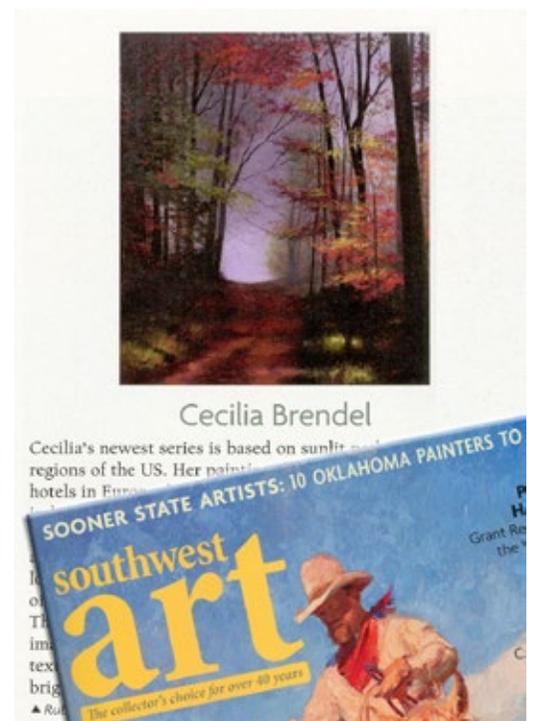
John Lasater, *Annunciation of Summer*

### Members in the News:



**Cecilia Brendel** was featured as one of the "49 Paintings We Love" in *Southwest Art Magazine*.

**Bonita Williams Goldberg** has been featured in this month's issue of *AEQAI*



## 2020 Cincinnati Art Club Board of Trustees Candidates



**Kathryn Al-Lamadani** – has a reason to put her name forward for a full board term. She wants to help promote growth, interest, and participation in the **Club**. She has worked tirelessly this past year to co-produce the *Art of Giving Gala* and organize volunteers. She has a doctorate in art education and MFA in studio arts, she believes we must reach out to students, the art community and the public at large for inclusion and support. *The Club is a gem and we must keep infusing it with energy and creativity.* She will push to meet the goals of the **Club** and help inspire members to stay involved.

**Merida D'Augustine** – is currently serving out an unexpired term as Catering Chair. Merida coordinates dinner meetings and has worked behind the scenes on committees and given support to programs and events at the **Club**. Her art medium of choice is in acrylic, pastels and colored pencils. Merida resides in Cincinnati. She is looking forward to continuing her service to the club in a full board term, and to help meet the challenges and accomplishments the **Club** will encounter in the coming years.



**Louann Elliott** – is a graduate of the Cincinnati Art Academy where she majored in painting and printmaking. After a career as a practicing registered nurse she now is pursuing her passion for painting and printmaking, primarily the intaglio process. During her career she served on many boards and councils. More recently, she has served as treasurer and president of Tiger Lily Press. While Louann is new to the **Cincinnati Art Club**, she brings board experience and hopes to contribute new ideas to retain and increase membership, expand into new areas, attract the public to its art and artists and maintain a viable income.

**Michael Paolercio** – is an award-winning writer and an award-winning artist, Michael is a self-taught artist, who first picked up a pencil back in 2006. Formerly a sportswriter for The Cincinnati Enquirer, he covered many beats from high schools to Xavier University basketball to the beat reporter on the Cincinnati Reds and professional baseball for more than 10 years. He has been a Signature Member of the **Cincinnati Art Club** for more than 5 years. He hopes to bring his energy and enthusiasm to continue the great progress the **CAC** is making during this important period in the **Club's** history.



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## Remembering Club Member William Kay



**William E. Kay**, age 91, passed away on March 9, 2020, just five days after his wife Janet Kay, passed away. He was a member of the **Cincinnati Art Club**, enjoyed painting and walks in the park. Bill served his country in the United States Air Force during the Korean War. Bill worked as an electrical engineer for several companies around the greater Cincinnati area.

## Art Club Community Service for Springer School

As a community outreach, the **Cincinnati Art Club** is helping to support Springer School Celebration 2020 by asking members to create and donate a small 5x7 painting for their fundraiser at Cincinnati Music Hall. The art pieces we create will be sold in a silent auction.



The “Giving Tree” is the theme of the event, so paintings of trees, leaves, and flowering trees would be most welcomed. The proceeds go towards the financial aid that 48% of Springer families receive. The Springer School and Center is a place making a difference in the lives of K-8th grade students with attention and specific learning disabilities, serving families from Cincinnati, Northern Kentucky, and parts of Indiana. While Springer students are impacted by attention and/or language-based learning differences, they are also innovative, outside-the-box designers, and artists. Art is especially empowering for them; there are no “wrong” answers when students are creating something new!

Contact **Jan Boone** to have a 5x7 Masonite panels delivered to you or for more information: [janwrites@fuse.net](mailto:janwrites@fuse.net) or 513-382-7044. If you work on paper, you can still participate. Just submit a 5x7 work and we will attach it to the panel. If you prefer, you can submit a small work of your own. Please sign your work as usual and on the back of the panel. Help us help our neighbors!

## Special Report: The Importance of Self-Promotion in Difficult Times

by Dale Wolf

### Turn the Pandemic into Opportunity

It would be easy for us to slide into gloom. For those who make their livings selling art, those who sell art alongside a regular job, those now retired or those just starting out on the journey of being successful artists ... let's put the old cliché of “the starving artist” in the grave where it belongs. It just takes a smarter way of thinking about opportunity than others who also are selling art.

The **Art Club Board** wants to do all we can to assist those in most need. In our somewhat hasty reach out to **Club** members and gallery owners we see evidence that art is still selling art, although at a slower rate. This is evident in reports that online sales at Wayfair and Houzz are up sharply. More consumers will be uplifting their places – art can be part of the solution. We also see artists quite worried about how art will be sold in the future. Artists not prepared could face tough times.

Strangely, this is exactly the time to grow art sales, not to shrink them. Artists who promote for the next 6 to 12 months will become the top brands. For every hour we create art, we should regularly put in an hour doing self-promotion. While others wring their hands, those who promote for the next 6 to 12 months will become the top brands

### Use your Phone as a Relationship-Building Tool

This is the perfect time to reconnect with your past contacts on the phone. Normal annual attrition to any contact list is 10-20%, and it is likely at a higher rate now. You need to replace the lost prospects. This If you need more contacts, search online for names of potential buyers like those who have purchased your art in the past.

When you call a prospective art buyer, start by asking how they are doing with all this isolation. No need to be a polished or pushy salesperson. The most important thing you are doing is to remind them that you have a sincere interest in their situation and that you are still creating artwork.

For example

- “Just calling to see how things been going with you since the pandemic?”
- “My family is going crazy but luckily, I have art to keep me from getting bored.”
- “What I really missis getting outside to paint with other artists.”
- “We’ve been digging through some of my older work to spruce up the home.”



If they have been thinking about an area of their homes that could bring a new look to a room, you could up how you are doing with your art, tell them about recent successes. Let the conversation stay friendly and about them. It's a conversation; not a sales pitch. If the conversation veers in the right direction:

- Help them to imagine a match that fits their needs.
- Suggest they send a photo of the room that needs art (that way you get their email address).
- Offer to drop off one of your pieces on their porch (keeping social distance) to try.
- Let them get the feel for your art as a solution.
- After a few days, pick it up and see how it worked for them.
- Perhaps you have a different painting in your inventory, or you could work toward a commission.

The second most important thing to accomplish during a phone call is to see if they have any friends or associates who might also enjoy the kind of work you do. Explore if you can contact these new opportunities and enlarge your mailing list. Keep working outward from the core and get referrals for more people you can contact.

Call managers of nearby businesses who cater to the kinds of patrons who buy your art. Look up names and phone numbers of interior decorators, architects, home builders or retail furnishing stores. Offer to provide a painting from your inventory on consignment to display in their business as a way of sampling your art at no cost to them or to you.



### **Use Direct Mail and Email to Maintain Your Visibility**

Your outreach, whether delivered in the mail or by email, should offer something that entices them to open, read and respond. Your goal once more is to build on your relationship and remind them that you are here to help with their needs. Blatant pushy promotions will fail ... be relevant and informative.

Mailings can be as simple as a postcard or a mailing with a promo sheet or brochure illustrating your work, or to announce recent recognition you received for your art, or perhaps news about your studio or new showroom hours during isolation, or your newly designed website.

Include an "offer" in your mailing that they can download from your website. Make sure you require the email address for you to send this offer to them.

- List of plein air outing locations you will be at to interest them in a painting of that locale
- Inform about an upcoming exhibition –a virtual, online event like the upcoming Signature Exhibition
- A list of interior decorating ideas that include how to use art as a focal point
- Ideas about how to frame art to bring a new look for their home or business
- A list of art or interior design books that you recommend for new ideas
- Offer a free subscription to our new *Imagine* magazine—all about visual art
- Invite them to a live demo of on your work broadcast over Zoom
- Take the time to make each outreach personal rather than a mass email.

### **Social Media to Extend your Reach**

Many artists have not yet jumped into social media as a marketing medium and you should consider how these platforms can help your outreach and branding. The **Club** Facebook page is now followed by over 600 people, many of them are consumers interested in local art. We will soon be expanding our presence on Instagram, Twitter, Pinterest, YouTube and others.

As a member of the **Cincinnati Art Club**, you can promote your art and workshops on our **Club** pages. It is best to be subtle and make them news announcements instead of ads. While most social platform have restrictions on overt ads (they want to sell advertising). But posting a brief notice about your art or news about your workshops will generally be acceptable. Include dates and locations but avoid pricing. Insert a link to where they can get more information so you can get their email address for future contacts.

Here are a few examples from a few other Cincinnati businesses using Twitter in their marketing programs:

- Norwood Photographer Tonya Cook captures the realities of local families' quarantine lifestyles through her Norwood Porch Portraits project.
- Mark your calendar! May 5 is #GivingTuesdayNow, a global day of unity and giving.

- We've teamed up with @ ProcterGamble to reopen our Cincinnati Gives fundraising platform, which features 93 local charities you can support through online donations.
- Have you jumped on the breadmaking bandwagon? Blue Oven Bakery Owner Mark Frommeyer shares breadmaking tips for beginners and his recipe for simple multigrain bread.

### Take Advantage of your [Club Facebook Page](#)

This page is exclusively about art. People coming here are interested in art. Submit a new post on our page including a few short sentences with a photo of your art. Another way to promote yourself on this page is to submit a comment on an existing article ... include a relevant photo of your artwork in the comment.

Another social media technique is to go to the pages of your own social followers or to pages of organizations or businesses that are relevant to your own marketing and leave comments along with a photo or your art. For example, tell them about an **Art Club** event in which you have work exhibited and hopefully they will follow your own social page. Join those business social pages where your best kinds of prospects are already reading news that they find interesting, such as local architects, attorneys, doctors. Give them reasons to interact with you.



### Create an Artist Page in Addition to Your Personal Page

Many artists use their personal profile pages to sell their art. The biggest reason this can fail is that your personal profile page includes posts, photos, videos, and conversations that have nothing to do with you as an artist or the artwork you want to sell. This makes most artists appear as amateurs instead of professional artists who have valuable art for sale. By creating a distinct Artist Page filled only with art-related content, buyers who view your Artist Page will see that you are a professional artist and give more consideration to liking and following your page, as well as buying your art. It serves as a secondary website from which you can promote. You can use your personal page to send visitors to your Artist Page.

**Elizabeth Kitchen**, the **Club** Social Media Manager, will be including more ideas for social marketing in future issues of Dragonfly.

### Seize the Moment — Do not Give Up!

Promotion and brand building take time and persistence. This requires a consistent and continuous message about you and your art. It calls for at least as much time to promote yourself as it takes to create your own art. Screaming at the wind does not fend off the hurricane. You can come out of the pandemic stronger than you went in. It just takes time and ingenuity. Right now, you have both. So what are you waiting for? **Seize the moment** and take at least one action from this article — **NOW!**

