



The Well Crafted Word

Del Ray Artisans
.....since 1992

www.radiodelray.com/artisans

November 2004



Photo show arrives

Want a fresh perspective? Stop by the 2nd Annual Del Ray Dozen (expanded this year to 15, but who's counting?) Photography Show opening Friday, November 5th.

As was done last year, there will be a silent auction where patrons may bid on works donated by the artists participating in the show. Proceeds go to DRA to help with our continuing mission. Of course, works are for sale by individual artists, too.

What new techniques will be exhibited? Perhaps something digital by **Mike Marno**? More of curator **Rob Rudick's** macro-photography of flowers? Maybe manipulated Polaroids by **Vivian Raveling**. What surprises are in store from **Jen Chappell** or **Alan Magazine**?

The term "photography" includes a surprising range of styles. Check them out at this popular show.



Holiday craft show & sale-calling exhibitors

Though the snow rarely falls during the holidays here in Virginia, we're planning on celebrating the coming season with the annual Holiday Art & Craft Show & Sale at the DRA gallery.

Because of previous years' crowds and the many, many members who have items for sale, the show dates have been expanded to cover two weekends!

December 4th and 5th, and 11th and 12th. Hours for all days will be 9:00 AM to 4:00 PM at the gallery. Shop early and often. There will be a wide variety of items for you to purchase. And you won't have to worry about re-gifting with these treasures available!

Contact **Linda Silk** 703.533.7689 with any questions about this event.

Read it here first! Election results!!!

We are speaking of the DRA Board elections, of course. The annual Board of Directors election were held at the October General Members Meeting.

Several changes in the make-up of the Board took place including the re-aligning of responsibilities of some members and the addition of four new members to the Board. See page 4 for the updated Board names and contact information.

The new Board additions include new DRA members, **Stacy Block** and **Rebecca Gordon** plus the return to the Board of longtime member **Charlotte Corcoran** and member of several years, **Theresa Kulstad**.

Welcome to each of you and many thanks for your interest in volunteering and in DRA. We appreciate your efforts.

This month we'll introduce two of the new Board members and next month the other two.

Theresa comes to the DRA from the "applied" arts; as she is a make-up artist and hairdresser when not practicing her love of oil and acrylic painting. Having taken classes at both The Torpedo Factory and Glen Echo Park she finds DRA a welcoming, supportive environment. She noted that she loves the themed DRA shows where she draws inspiration and is challenged to try different mediums. She has helped out at several of the DRA fundraisers, notably chairing Mask-scara and hosting card-making parties.

Stacy has been exploring her artistic side since she was seven years old. After
cont'd, page 4.

Contributors this month include: **Susan Slattery, Karen Schmitz, Theresa Kulstad, Stacy Block** and **Dave Nicholson**.

Many thanks to our monthly sponsors: **Royce Flowers**-the lovely arrangements seen at every opening **Radiodelray**-giving us our little corner on the world wide web

Thanks to the **Alexandria Commission for the Arts** for their continuing support.

Edited by: **Dave Nicholson**
Submission deadline-20th of month preceding (11/20 for December)
email to: f8photog@yahoo.com

[email:delrayartisans@yahoo.com](mailto:delrayartisans@yahoo.com)



2005 Calendar ideas?

Our own **Karen Schmitz** has been hard at work dreaming up a list of exhibits and shows for the upcoming year. She has requested help and fresh ideas from anyone who has even an inkling for a theme for a show. Remember our unwritten motto "quirky and original" is very much a part of who we are.

There is an opening in June for a show. This is a very popular month for patrons, so let's hear some ideas! Also, there is a need for an additional curator. Remember, we have lots of experience and can provide help to anyone who would like to "put on their own show." Contact **Karen** at 703.317.9340 or schmityk@yahoo.com.

January 8–Elvis' B'day Luau & Aloha Elvis exhibit

The team who brought you RED and Fun 'n Games is at it again! Get "all shook up" at Elvis' 70th Birthday Luau, Saturday, January 8th (8-midnight) which will kick off the Aloha Elvis exhibit. (Admission is \$10 per person.) Bring your tiki-lovin' attitude and dance the night away to live music the "Elvis way"

while enjoying exotic libations. Artists will honor the King and banish the winter chill by creating artwork in various categories- Blue Hawaii (think tropical!) and portraits of the King, for example. See call for entry newsletter insert for details. Participating artists will receive one complimentary admission to the luau.

Be seen around the world

Established by the US Department of State in 1964, the "ART In Embassies" program is a global museum that exhibits original art by U.S. citizens in the public rooms of almost 180 American diplomatic residences worldwide. To submit images to ART staff for upcoming exhibitions,

e-mail .jpg or .gif images of works (up to 50k in size)to: artinembassies@state.gov.

Web: <http://aiep.state.gov/index.cfm>. There is no formal deadline, applications are accepted continuously.

New web site and new design

We are grateful to member **Roy Wright** for designing and setting up DRA's own web site, www.delrayartisans.org. It supplements the pages hosted by www.radiodelray.com site and provides us with another way to

reach our members, keep up-to-date information available and hopefully pop up in Google under Virginia arts organizations. Remember to shop our on-line store for DRA-logged merchandise.

2004-05 Calendar of Events



Nov. 5–28	<i>Del Ray Dozen Photography Show</i> – Curator Rob Rudick 301.270.2323
Nov. 9	Board Meeting (7:00 PM)
Dec. 4 & 5	<i>Holiday Art & Craft Show</i> (9:00 AM-4:00 PM) – Contact Linda Silk 703.533.7689
Dec. 11 & 12	<i>Holiday Art & Craft Show</i> (9:00 AM-4:00 PM)
14	Board Meeting (7:00 PM)
2005	
January 8-30	<i>Aloha Elvis Show</i> –Curators Chappell, Schmitz, Slattery & Smouse
8	<i>Elvis' 70th Birthday Luau</i> (8-midnight)
February	<i>House of Cards Show</i> – Curator(s) pending
	General Member meeting & Artists' Swap Meet (7:30 PM)
March	<i>Springwater Fiber Workshop Collaboration</i>
April	<i>12 Story</i> multi-media exhibit, preview of national show
	<i>Spring All Member Show</i> – Curators Jane DeWeerd & Leslie Wilder
May	<i>Annual Student Show</i> – Linda Silk
June	<i>Juried Exhibit</i>
July	<i>Multi-artist Invitational Exhibition</i>
	<i>Art Camp 2005</i>

Board retreat produces excellent results

In late August, the Del Ray Artisans Board of Directors met for a strategic planning retreat to evaluate the organization's current strengths and weaknesses, and to prepare for a vibrant coming year.

The following are the goals and objectives (not necessarily in priority order) of DRA as determined at this retreat. All members are encouraged to actively help towards achieving these goals--please step forward if something interests you!

1. Make DRA even more fun!!
2. Improve Art Quality-through offering more juried shows, invitational shows, and classes ranging in skill level. Increase participation of professional artists, and improve framing quality & presentation.
3. Increase Sales by Artists-by hosting Press parties, and sending out additional notices of shows to the press and art buyers. Increasing gallery hours and improving presentation quality may also stimulate sales.
4. Stimulate Artists' Creativity-by sponsoring creative challenges and organizing workshops, classes, and tours to private studios and galleries. Also develop an inspiration box/book that can be used as a resource.
5. Increase DRA Income-by exploring government, private foundation, and corporate grant opportunities. Offering more

tuition-type classes / workshops /art camp. Increasing artists' sales will also increase the artist donations to DRA. Conduct a capital campaign and increase awareness of donor levels.

6. More Membership Involvement -increase benefits and member activities, such as semi-annual swap meets and quarterly card parties. Conduct surveys to better understand the needs and interests of members. Have professional members give lectures, and make more direct and personal appeals soliciting support.
7. Ensure a Permanent Home-develop a building campaign plan that will help give DRA options for long-term viability.
8. Increase Classes and education-by offering classes tied to exhibits, hosting Art Camp, and collaborating with other groups.
9. Hire an Executive Director-begin the process in 2005 to define responsibilities, research/define salary range, and identify sources of funding.
10. Standardize Internal Process/Procedures
11. Fill the DRA Board with Active People
12. Expand Communications / PR / Marketing Efforts-by adding a Publicity Director to Board of Directors and finding a new Newsletter Editor.
13. Create a brochure to be distributed to the public and grant reviewers. Expand website offerings and classes.



Where oh where have some members gone?

Has your membership lapsed? If so, you may find that you may no longer be receiving the *Well Crafted Word* or notices of upcoming events. Take a moment to renew your membership if you haven't. We'd hate to be missing you!

Address change notices can be sent to **Doris Lockard** at doris_j_l@msn.com or a snail mail notice to the address on the front of this newsletter. Send us your email address, if we don't have it. Also, if you want to be removed from our mailing list(s), please let Doris know.



Runners gobble at annual Turkey Trot

The 29th Annual Potomac West Business Association Turkey Trot is slated for Thursday, November 25th, 2004, at 10:00 AM at Cora Kelly School. More than 2,000 people are expected to participate.

In addition to the race fee, all registrants are required to bring two cans of food to donate to ALIVE!, Inc., an ecumenical organization that provides food to needy families.

More than 100 volunteers work on the event,

some the day-of and others months in advance, to make the race happen. Volunteer and get a free Turkey Trot T-shirt and be a part of an Alexandria tradition by contacting Pat Miller at turkeytrot2004@yahoo.com.

To register for the race and save \$5 off the \$15 in-person registration fee, sign up online - visit www.pwba.org/turkeytrot. No mailed registrations accepted this year.



Executive Board

President

Susan Downs Slattery
703.922.7290 /summerh@erols.com

Vice-President

Jen Whitman Chappell
703.765.1510 /jchappell@fsco.com

Treasurer

Marlin Lord
703.683.1112/mglia@aol.com

Assistant Treasurer

Kathryn Brown
703.549.5227/neonkanb@aol.com

*Secretary

Stacy Block
703.283.4832
stacy@bluedotcreations.com

Directors

Communications

Dave Nicholson
703.578.6471 /f8photog@yahoo.com

*Facility

Karen Schmitz
703.317.9340 /schmityk@yahoo.com

*Fundraising

Theresa Kulstad
703.914.1517/tkulstad@starpower.net

*Gallery Coordinator

Rebecca Gordon
703.338.4380
rebeccagordon@gmail.com

*Historian/Archivist

Charlotte Corcoran
703.548.1521 /corcorandesign@verizon.net

Membership

Doris Lockard
703.979.9229 /doris_j_l@msn.com

Curator Coordinator - OPEN

Linda Silk
703.533.7689/lmsilk@worldnet.att.net

Programs - OPEN

Volunteers

Vivienne Lukacs
703.979.8996 /viv703@msn.com

Community Representative - OPEN

*-denotes a new person/responsibility
as of October, 2004

DEL RAY ARTISANS
MAIL: 2210 MT. VERNON AVE.
ALEXANDRIA VA 22301
703.838.4827

Elections, cont'd from page 1

taking, and enjoying immensely, a class in decorative boxmaking at the Penland School of Crafts in North Carolina, she founded www.bluedotcreations.com, which

debuted at this year's Art on the Avenue. When not making boxes or books, she works as an editor and publications manager at a DC public relations firm.

Join DRA as an artist or supporter

MEMBERSHIP FORM		Renewal <input type="checkbox"/>	New Member <input type="checkbox"/>
Title _____	Name(s) _____		
Corporation Name _____			
Address _____			
Home Phone _____		Work Phone _____	Email _____
Artist <input type="checkbox"/>	Media <input type="checkbox"/>	_____	
Unless contributing as a Corporate entity or Friend of DRA , I understand that as a DRA member I will contribute a minimum of 10 volunteer hours annually. These are hours non-related to the requirements of an exhibiting artist in a DRA show, as all exhibit participants are required to gallery sit or assist with other aspects of an exhibit in which they participate. Please indicate below your areas of interest:			
COMMUNICATIONS: Mailings ___ Newsletter ___ Public Relations ___; FACILITY: Gallery Maintenance ___ Gardening ___; FINANCE: Grants ___; FUNDRAISING: Solicitation ___ Special Events ___;			
GALLERY COORDINATOR: Curating/Co-curating ___ Hanging Shows ___;			
HISTORIAN/ARCHIVIST: Photograph Albums/Scrapbooks ___; MEMBERSHIP: Data Input ___ Sponsor/Corporate Solicitation ___; OUTREACH: Community Events/Activities ___;			
PROGRAMS: Art Camp ___ Class Instructor ___; Member Events ___; VOLUNTEER: Telephoning ___;			
JUST ABOUT ANYTHING ___			
Signature _____		Date _____	
Dues: Gold Corporate \$500 ___; Silver Corporate \$250 ___; Friend of DRA \$35 ___; Individual \$35 ___; Household \$50 ___; Student/Senior/Disabled \$10 ___ Dues payable to DEL RAY ARTISANS and mail with this form to Del Ray Artisans, Attn.: Membership, 2210 Mt. Vernon Avenue, Alexandria, VA 22301.			

Arts Resource Foundation is a 501(c)(3) public membership organization formed to create and support community-based arts organizations and promote the arts as a resource for community development. **Del Ray Artisans** is a community arts group featuring two and three dimensional works of decorative and functional art and fine crafts that provides them to the community through exhibits, lectures and instructional classes. **Del Ray Artisans** is funded, managed and operated by **Arts Resource Foundation**.