

The Well Crafted Word

a monthly publication of the **Del Ray Artisans**...since 1992

www.thedelrayartisans.org

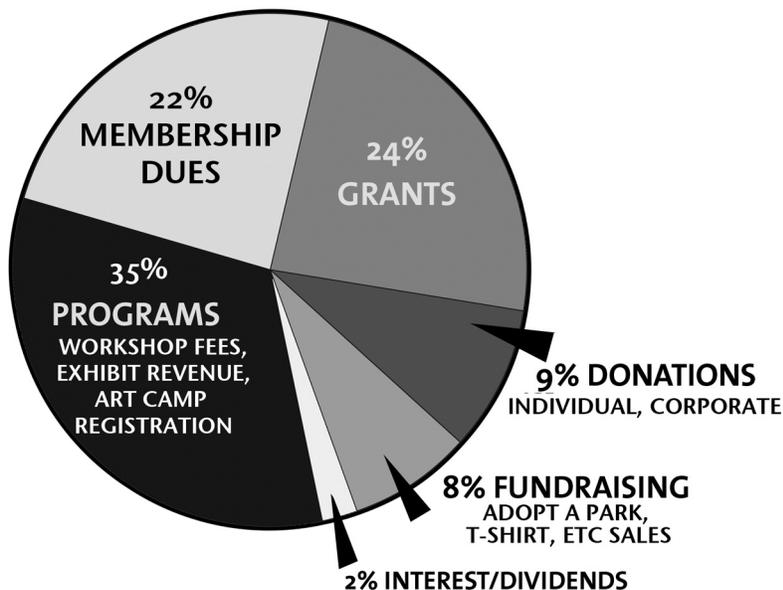
The Financial Ground Beneath Us

Linda Silk

Because money and financial security are the topics of so much conversation these days, this three-part series examines DRA's financial foundation. Last month the costs and benefits associated with membership were explained; this month we look at the organization's annual income.

Like many 501(c)(3)s, membership does not pay for everything. Other non-dues revenue streams are crucial. With an annual Operating Budget of roughly \$47,000, dues amount to only a fraction of the needed revenue. Exhibiting a new show each month, with its postcards and banners; and gallery staffing are not covered by dues. Program income, grants, donations and fundraising provide most of our support. And in today's climate of economic strife, grants are not all that certain

In recent years, DRA adopted a policy that shows and programs be more self-supporting. In other words, they pay for themselves. So, curators and organizers are in effect "loaned" seed money through a budget to produce a show or event that will attempt to pay back the loan through entry fees, registration, admission and donations. The challenge to break-even has led to some innovative solutions that have enhanced DRA's offerings: several shows a year are now accompanied by weekend workshops that draw even more visitors to our door, and we have had several successful marketplace/boutiques that yield revenue for both artists and DRA, while offering more art for patrons.



But not every event can be self-sustaining, especially outreach initiatives, e.g. the annual Student Art Show and the like. Donations and grants play a huge role in supporting DRA's outreach programs. The energy some members contribute by writing grant applications and researching corporate donor opportunities is invaluable. Note: If you are willing to volunteer your professional knowledge towards this endeavor, please contact the Volunteer Director.

Of course, who doesn't like to have fun with a fundraiser? These have been some of our most popular and effective revenue generators. So next month, we'll look at ways you can have fun helping to raise money for DRA without digging into your own pocket!

CURATORS' CORNER

Michele Reday Cook
Jeanne Tift

Calling all DRA artists:

In this newsletter, you will find the Call for Entries for the first of three All-Member, All-Media shows this year. Titled "Celebrate the Art of Making," it will showcase the amazing diversity of creativity and talent found at DRA, so bring us your best work, in any medium. See the insert and go to our website for all the information.

We are always looking for people who would like to learn the art and practice of curating and/or would like to assist with our shows.

Approximately 186 of you checked "shows" on your membership form, and we'd like to hear from all of you! There is a place for everyone here at DRA, and, in addition to having your art displayed in our gallery, curating and helping to mount our monthly exhibits is a great way to be involved. (Our motto: curating can be fun.)

And, on the subject of shows, it's not too soon to solicit proposals for the 2010 exhibit schedule. We need your ideas, preferably in the form of proposals for shows that you would be willing to curate! We plan on 8 to 10 shows, of which 2 would be All-Member shows. Proposals are selected on a number of criteria, such as something that hasn't been done before (or not recently), a topic that is timely, and of artistic relevance, but also could be just plain old fun (see our September 2008 show, "Revenge of the Sequel"). A proposal form is available, at the gallery and online.

2009 is already proving to be an artistically exciting year. Many thanks to Seana Gallagher and Theresa Kulstad, and to all who helped make our first two shows so successful. We look forward to seeing many of you and to meet new members at our upcoming shows.

Curator Coordinators,

Michele Reday Cook mredaycook@mac.com
Jeanne Tift jldtift@cox.net

OFF BEAT

Kurt Peterson

The Off Beat Auction needs your help! We are still looking for wood furniture that would love to be restored to be a masterpiece. This is a chance for artists to do their magic on furniture. The pieces I have collected were either found on the side of the road (trash day) or by word of mouth talking about DRA and the fundraiser "The Off Beat Auction". We will be collecting furniture in the month of March. If you are unable to donate a piece of furniture, we are also looking for helpers to sand and prep the furniture in April and May. For further info please contact Kurt Peterson at 703-489-9851 or by email: kfpeterson@gmail.com.

OffBeat Auction is as Easy as 1,2,3



Vivacious Volunteers Needed for Art Camp

Jen Athanas

Once again, young creative souls will descend on the gallery for Art Camp from July 27-31 (9am-4pm). We need active, fun loving volunteers to help these children on their creative journey.

Needed are:

- Teachers to develop and lead projects that are age and ability appropriate. Kids are ages 8-12 and the sessions are 2-3 hours each. Projects can take more time, but will have to be over more than one day.
- Teachers should be able to commit to at least one day at Art Camp, plus planning meetings and prep time.
- Teachers get paid a small stipend.
- Specifically, interested in classes in: ceramics, photography, origami, music, dance
- Volunteers needed to assist in project session, lead games, supervise clean up, play time and swimming.
- ALSO, volunteers needed to make lunches and snacks.
- Donations of materials: card games, toys, fabric, paper, paints, glue, etc.

PLEASE contact Jen Athanas before making these donations

- Other volunteers with talents to help with planning and executing this event outside of working with the kids~ someone to help with a pamphlet layout, letter writing to local businesses and clean up on the day after art camp.

If you can't commit your time, please consider donating toward a scholarship for a talented child. Each year, DRA is able to offer spots to kids that otherwise would not have this great experience. YOU can help make this happen!

Please contact Art Camp Coordinator, Jen Athanas, for more information and to be a part of this awesome time! jenathanas@hotmail.com or 571-332-0181

DRA Honored

Del Ray Artisans has received another honor! We have been selected as an "Arts Build Communities" organization from Virginians for the Arts. Visit <http://vaforarts.org/> to read DRA's story which was written by Randy Scheessele.

Del Ray Dozen Photography Show Portfolio Reviews

Rob Rudick

The Del Ray Dozen photography show is an invitational exhibition that will take place in November, 2009. The show offers each photographer a space to display a body of work. The show Curators, Rob Rudick and Jen Chappell, will be reviewing portfolios for photographers interested in participating. The reviews are scheduled for Thursday nights, March 19th and 26th, at 7pm at the Del Ray Artisans Gallery. Appointments will be scheduled at 15 minute intervals, on those dates.

All members of Del Ray Artisans, with currently paid dues, are eligible to participate. This year's show will feature new works from the photographers. All slots in the show are open, and past participants must also present a portfolio for consideration. To schedule an appointment or ask questions, please contact Rob Rudick by email or telephone: robrudick@yahoo.com, 301 270-2323.

Nocturne Volunteers

Seana Gallagher

Special thanks to the following volunteers who helped receive art work and hang the show: Ike and Erin Gallagher, Michele Reday Cook, Sherrill Farley, Dee Ellison, Betsy Mead, and Teresa Kulstad.

I also want to recognize Tracy Wilkerson and Michele Reday Cook for their help at every turn and John Hiller and Tony Bates for their dedication to archiving the show. I'd like to mention that the Curators Guide is an excellent tool for new and aspiring curators. Thanks to all of the artists who made this show such a great exhibit of local talent and who brought food and family and supportive friends to the grand opening celebration.

Join DRA as an Artist or Supporter

Renewal

New Member

Name _____
Title _____ First _____ Middle Initial _____ Last _____

Additional Name _____

Organization/CorporationName _____

Address _____
Street _____ City _____ State _____ Zip _____

Phone Home (_____) _____ Cell (_____) _____ Work (_____) _____

e-mail _____

Artist Media _____

Patron

- \$1,000 Platinum
- \$500 Gold
- \$250 Silver

Patrons are considered Active Members and have exhibition privileges. Volunteer hours are not expected.

Active Member

- \$75 Household
- \$50 Individual
- \$25 Senior (62 & over)
- \$25 Student/Disabled (circle one)

All Active Members enjoy privileges of exhibiting in shows and are expected to contribute a minimum of 10 volunteer hours per year. This does not include volunteer commitments for exhibiting in shows.

Friend

- \$35 Friend of Del Ray Artisans

Friends may participate in workshops, classes, and programs as members. Friends do not have exhibition privileges. Volunteer hours are not expected.

All membership levels above receive DRA mailings, including the newsletter

I would like to receive DRA mailings: electronically via regular mail both ways

I would like to make an additional donation to Del Ray Artisans in the amount of \$_____.

I would like to make an additional donation to the Del Ray Artisans Ted Eichers Memorial Art Scholarship in the amount of \$_____.

Please indicate committees you are willing to serve on, to meet your 10 hour volunteer commitment:

- | | | | | | | |
|--------------------------------------|---|----------------------------------|---------------------------------|----------------------------------|--------------------------------------|----------------------------------|
| <input type="radio"/> Communications | <input type="radio"/> Newsletter | <input type="radio"/> Website | <input type="radio"/> Publicity | <input type="radio"/> Archives | <input type="radio"/> Administrative | <input type="radio"/> Financial; |
| <input type="radio"/> Fundraising | <input type="radio"/> Grants | <input type="radio"/> Facilities | <input type="radio"/> Gardening | <input type="radio"/> Volunteers | <input type="radio"/> Outreach | <input type="radio"/> Shows |
| <input type="radio"/> Programs | <input type="radio"/> anything DRA needs. | | | | | |

Signature _____ Date ____/____/____

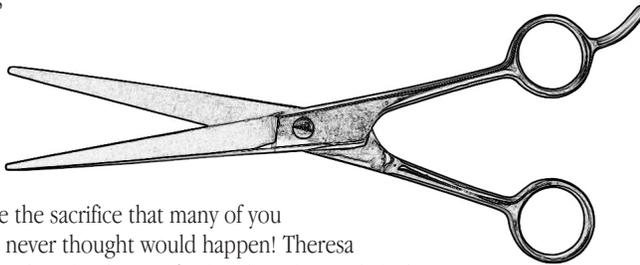
Checks payable to: DEL RAY ARTISANS. Mail to: Del Ray Artisans, Membership, 2704 Mt. Vernon Ave., Alexandria, VA 22301 or pay online at www.thedelrayartisans.org

...TOMORROW IS HAIR!

THE DATE HAS BEEN SET! On Sunday, March 15th (yes, it has not escaped our attention that that is the Ides of March...) Kathryn will have her long, flowing hair snipped for donation! It will take place in the Del Ray Artisans gallery, at 4pm.

As mentioned in the January newsletter, Kathryn Brown, DRA founding member and

Assistant Treasurer, will make the sacrifice that many of you have: a) long awaited, or b) never thought would happen! Theresa Kulstad, DRA member, will be donating her professional services as hair dresser to make the cut, since it is being done for donation, and Kathryn will donate the hair to "Locks of Love," which benefits disadvantaged children suffering from medical hair loss by affording them the sense of self, confidence and normalcy that new locks can give.



Join in this momentous occasion in several ways: come to see it happen live; help Kathryn with your emotional support; and answer the challenge to also support youth, here in our Alexandria community, by donating your dollars to the DRA scholarship fund. The Ted Eichers Memorial Art Scholarship is granted each year by DRA to a graduating T.C. Williams high school student preparing to attend college. Please join in this worthy cause - how about donating \$1 an inch? Or more! She's only considering giving up about 12" of her hair, and any donation will be gratefully accepted. See you on the 15th!

Welcome New members

Dave Levy

Cecilia M. Kennedy and Daniel Massat-Bourrat
Photo/mixed

Anne R. Rechter

Charles Farmer
Digital photography

Louise Marlowe

...and welcome to our two newest members

Congratulations to DRA Member Kay Bailey, new proud mother of twin girls. Family of Four is doing great!





Nicholas A. Colasanto Center
2704 Mt. Vernon Avenue
Alexandria, Virginia 22301
703.838.4827

Gallery Hours:

Thurs: noon-4pm

Fri: noon-6pm

Sat:10am-4pm/Sun: noon-4pm

The gallery is open during all events and performances

Submission Deadline : 5th of the month

Editor: DRAeditor@gmail.com

www.thedelrayartisans.org

Del Ray Artisans 2009 Calendar

March

- thru Mar 22 Object D'Art, Theresa Kulstad, curator
- 9 Life Drawing 2 pm-5 pm Short Poses
- 10 Board Meeting, 7pm
- 16 Life Drawing 2 pm-5 pm Long Pose
- 19 Del Ray Dozen Portfolio Reviews (must have an appt)
- 26 Del Ray Dozen Portfolio Reviews (must have an appt)
- 27 - April 19 All Member Show: Celebrate the Art of Making, Betsy Mead and Michele Reday Cook, curators
betsymead31@starpower.net
mredaycook@mac.com

April

- 1 Life Drawing, 7-10 pm
- 14 Board Meeting, 7pm
- 15 Life Drawing, 7-10 pm
- 18 Card Making Event, 12 - 4 pm
- 21 - 22 VA Commission for the Arts panel meeting, 9:30 am - 5 pm

May

- 1 - 17 TC Williams Student Show
- 6 Life Drawing, 7-10 pm
- 7 First Thursday Del Ray
- 9 Spring Sale
- 12 Board Meeting, 7pm
- 14 General Member Mtg, 7:30 pm (Thurs)
- 22 - June 21 Bond for Life, Christina Richardson, curator
Christina@figaroconsulting.com
- 27 Life Drawing, 7-10 pm

June

- 4 First Thursday Del Ray
- 6 Collaborative Fundraiser with Lee Fendall House 2:30-5pm
- 9 Board Meeting, 7 pm
- 10 Life Drawing, 7-10 pm
- 17 Life Drawing, 7-10 pm
- 26 - July 19 All Member show, theme/curator tba

July

- 1 Life Drawing, 7-10 pm
- 2 First Thursday Del Ray
- 14 Board Meeting, 7 pm
- 15 Life Drawing, 7-10 pm
- 27 - 31 Art Camp

August

- 6 First Thursday Del Ray
- 7 - 30 Board Member Show
- 9 General Member Mtg, Pool Party, Pie Contest 4-6:30 pm
- 11 Board Meeting
- 12 Life Drawing, 7-10 pm
- 19 Life Drawing, 7-10 pm

September

- 3 First Thursday Del Ray
- 4 - 27 Revenge of the Sequel, David Kosar, curator
David.Kosar@verizon.net
- 8 Board Meeting, 7 pm
- 9 Life Drawing, 7-10 pm
- 19 Annual Yard Sale fundraiser
- 20 Card Making Event, 12-4 pm
- 23 Life Drawing, 7-10 pm

October

- 2 - 25 All Member Show, theme/curator tba
Offbeat Auction (fall date tbd))
- 3 Art on the Avenue
- 7 Life Drawing 7 pm - 10 pm
- 13 Board Meeting, 7 pm
- 20 General Member Meeting & Election, 7:30pm
- 21 Life Drawing, 7-10 pm

November

- 6 - 29 Del Ray Dozen, Rob Rudick, curator
robrudick@yahoo.com
- 8 Card Making Event, 12-4 pm
- 10 Board Meeting, 7 pm
- 11 Life Drawing, 7-10 pm
- 18 Life Drawing, 7-10 pm

December

- 4 - 6 Holiday Market
- 8 Board Meeting, 7 pm
- 16 Life Drawing, 7-10 pm

March - June 2010:

- Minds Wide Open:
- Virginia Celebrates Women in the Arts Event

Peer Critique will be scheduled as special events.

2009 Board and Key Personnel

Officers

President

Linda Silk
LindaSilk1@verizon.net

Vice President

Kurt Peterson
kfpeterson@gmail.com

Secretary

Monica Wise
moniwise@yahoo.com

Treasurer & Asst. Treasurer

Marlin Lord & Kathryn Brown
mglaia@aol.com
neonkanb@aol.com

Directors

Communication Director

Paige Ireland
DRA.Communications@gmail.com

Community Representative

Nora Partlow
norapartlow@yahoo.com

Curator Co-Coordinator

Michele Reday-Cook
Jeanne Tift
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jlift@cox.net

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Donn Grover
Liz Martinez
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catniphaze@yahoo.com

Fundraising Co-Directors

Barbara Boehm
Linda Elliff
barbxb@yahoo.com
lleliff@aol.com

Historian Archivist

John Hiller
jw2hiller@verizon.net

Membership Director

Christina Richardson
Christina@FigaroConsulting.com

Outreach Co-Directors

Randy Scheessele & Margaret Slipek
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Volunteer Director

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Thank You

Thank you to the City of Alexandria, The Alexandria Commission for the Arts, The Virginia Commission for the Arts and the National Endowment for the Arts for their continued support.

Many thanks to Royce Flowers for providing arrangements for our opening receptions and to Self Storage Plus, 2520 Oakville St., Alexandria, for their donation of storage space.