



The Well Crafted Word

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

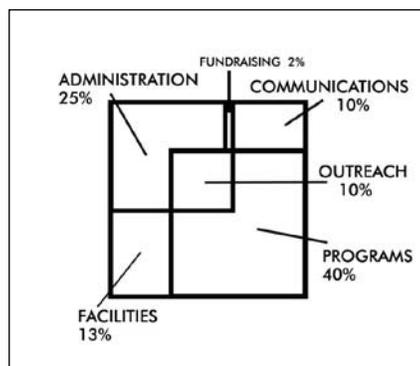
www.thedelrayartisans.org

Charting Costs

Third part of three part series on DRA's financial picture.

Over the last two months this series has explained where the money comes from that supports DRA, and how membership dues are being spent. In this final installment we examine how the annual Operating Budget is allocated, and ways members can help DRA continue to grow for the future.

According to the National Center for Charitable Statistics, "the percentage of total expenses going to program costs is the most common measure of non-profit organizational efficiency...donors expect worthy organizations to have low fundraising and administrative costs. Most striking, the federal government's Combined Federal Campaign, which raised nearly \$250 million for nonprofits in 2003,



requires that participating organizations certify that their combined fundraising and administrative costs constitute no more than 25 percent of the organizations' total revenues." While at first glance, DRA appears to not adhere to this ratio, read on, and you will see how mission-focused its spending is directed.

As you see in the above graphic, 40% of DRA's expenses are directed towards Adult Artist Programs, i.e., exhibits, workshops, and classes. Another 10% goes towards providing Outreach programs such as Youth Art Camp; so between Outreach and Programs, one half of all our expenses are directly associated to DRA's mission. With the advent of hiring a paid part-time Gallery Assistant, a great deal of administrative professionalism has been

established. This was a big step for DRA, as it increased administrative costs significantly, but had we not taken this step we would not have been able to open our doors to visitors on Thursdays and Fridays, thus furthering our mission. Maintaining the gallery and its gardens for the public to enjoy accounts for 13%, and communicating DRA's offerings is 10%.

So small in the equation it could be overlooked, however, is the 2% spent on fundraising—an activity that accounts for 8% of DRA's annual revenue, as explained last month. This vital activity includes two great ways for members to really get involved at DRA: Adopt-A-Park and the OffBeat Auction!

The Adopt-A-Park Program is an anti-litter city/state initiative, whereby Del Ray Artisans agrees to pick up litter on the gallery grounds and the small triangular city park adjacent to the parking lot from April through November. Each month, this area undergoes inspection and points are given based on how well it is maintained as a litter-free environment. At the end of the program year, the points are redeemed as a cash award to DRA. Our goal is a perfect score of \$960 – we have earned over \$900 each year. A rotating group of volunteers spends about an hour a week, and we all benefit from beautiful grounds! Contact Marlin Lord at mglai@aol.com to participate or sign up at our website (www.TheDelRayArtisans.org).

The OffBeat Auction is a special fundraiser, and longtime favorite of artists and art patrons, that is coming out of hibernation now that winter has ended. The challenge: take a discarded piece of furniture and apply your artistic magic to transform it into a masterpiece. The goal: Your unique recreation gets auctioned off at a fun event with all the proceeds going to DRA. There have been five OffBeat auctions in DRA's past, each usually raising more than \$10,000, but it has been eight years since our last one, so the time seems long overdue to enjoy the wacky, crazy, offbeat fun! Contact Kurt Peterson at kfpeterson@gmail.com to get involved or check out the details on our website (www.TheDelRayArtisans.org).

Celebrate the Art of Making!!!! All-Member Show March 7-April 26

"Celebrate the Art of Making" opens with a reception on Friday, March 27 at 7:00 p.m. and runs through Sunday, April 26. "Celebrating the Art of Making" is the official tagline to the DRA logo. In this outstanding show, our members certainly demonstrate that they know how to make art with a wonderful and varied display of artwork.

About the show, Co-Curator Michele Reday Cook summarized, "Celebrate the Art of Making" showcases the great and diverse talents of our DRA membership. We are painters, photographers,

jewelers, 3D artists; we collage, we create assemblages, we draw, we sculpt; we work with fiber, with glue, with found objects, with wax, with metals both discarded and precious. This all-member, all-media exhibition reflects the joy of creating art, in all its many forms."

For their time, attention, energy, and creativity, appreciation is extended to Co-Curators Betsy Mead and Michele Reday Cook and to all of the artists who helped to "Celebrate the Art of Making." If variety is the spice of life, then this is one spicy show!!!

The
Art
of
Making

**2007 Southern Surge Lecturer
Continues to Give!
Karen Schmitz**

In March of 2007, the Del Ray Artisans hosted Southern Surge, a show to benefit victims of Hurricane Katrina. During this show of art made by some of the victims, we had the pleasure of meeting photographer/filmmaker Chris Usher. Chris tromped through some snow and made it to the gallery where he shared his experience of filming, interviewing and tracking hundreds of Katrina victims. Chris has a new book available, "One of Us" with 100% of sales donated to the Gulf Coast Fund & Southern Animal Foundation, available online at www.chrisusher.com/news. The cost is \$40 and you get to choose where the proceeds go.

**Communications Corner
Paige Ireland**

As a new Board member, responsible for a wide variety of communications activities, I'd like to introduce a new newsletter column: Communications Corner. My plan is to use this column to keep everyone abreast of the many marketing and communications activities that are underway...as well as how you can help us succeed.

Here are just a few of the activities that have taken place in the past few weeks.

- Conducted well-attended and thought provoking volunteer event on Wednesday 3/4 which resulted in the formation of several teams (web redesign, writing/editing, marketing strategy/execution, and photos/illustrations).
- Initiated, in conjunction with web curator Roy Wright, the first of a series of quick fixes and cosmetic improvements to the DRA website (www.thedelrayartisans.org). Keep checking the site because there are more improvements on the way.
- Initiated show-specific marketing and communications planning and development activities with several show curators and the Board Curator Co-Coordinator.

Tremendous thanks are in order for the assistance of the outgoing Communications Co-Directors, Carrie and Fred Schilling, and ongoing Board members Nora Partlow, Margaret Slipek, Monica Wise and John Hiller as well as to the host of volunteers who have already signed on and pledged to assist. We need your help too!

Please contact me directly at DRA.communications@gmail.com or 703.582.1019 if you would like to get involved or if you would like to offer some suggestions.

**"Darticipants" Hit The Bulleye!
Theresa Kulstad**

Judging the opening night response, the "darticipation" in DRA's Object D'ART! Challenge show hit the mark with new faces and sales a jump'n!

When Curator Theresa Kulstad borrowed two dart boards from friends, (thanks Charlita and Joe!) she knew that this would be at least an interesting show, but the results were both provocative and dynamic. There were over 60 pieces exhibiting in this show, some of these artists showing at the Del Ray Artisans for the first time. ! Also present at the opening was show juror, art consultant Greg Peeples (Century Gallery in Old Town), who had previously chosen his five "juror's choice" awards to the following "darticipients":

**Dart
icipants
paints**

JUROR'S AWARDS:

Barbara Boehm's luscious "Verdure" collage, Laura Bell's beautiful, exotic "Into the Wild" sculpture, Rusty Lynn's delicious "Being Dada-licious" 3-d pen and ink piece, Theresa Kulstad's intriguing "Past Lives" fiber collage and Suzi Peetros' Bohemian "Boho Spirit".

CURATOR'S PICKS:

Betsy Mead, Shelly Lowenstien, Linda Elliff, Seana Gallagher and Eileen O'Brien. All who created pieces honored for their unique and skillful approach to their challenge guidelines. Curator Theresa Kulstad made an announcement commending the Del Ray Artisans for exhibiting challenge shows that exemplify how we are unique to other arts groups in the area. With the help of Suzi Peetros, Michele Reday-Cook and the curator with arrangement, the real star was Karen Schmitz, who hung the artworks so thoughtfully and professionally. Karen's skillful experience makes the art all shine and the gallery look it's best. A show of this caliber is only possible with the help of many.

Theresa thanks: Stacy Rausch, Carrie & Fred Schilling, Laura Bell, Barbara Boehm, Larry Parillo, Tracy Wilkerson, Linda Elliff, Jenn Judd, Lynn Rusillo, Seana Gallagher, Jane DeWeerd, Richard Wyvill, Affordable Signs and Banner and always Royce Flowers. Thanks again Karen and thanks to all of the "darticipients" for your incredible works and for fulfilling your show responsibilities.

Join DRA as an Artist or Supporter **Renewal** **New Member**Name _____
Title First Middle Initial Last

Additional Name _____

Organization/CorporationName _____

Address _____

Phone Home (_____) _____ Cell (_____) _____ City State Zip 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**Card Collage Ala Carte Sunday April 19!**

Theresa Kulstad

Back by popular demand!

On Sunday, April 19, (12-4 pm) the Queens of Cards, Karen Schmitz and Theresa Kulstad, will host another card-making event at the Del Ray Artisans.

Kicking it up a notch, this time they will focus on collage style cards exploring:

Layers and textures

Photo transfers

Several image transfer techniques

Please bring magazine images that have strong values and contrast and laser-printed copies of your photos (available at any office supply store) since ink-jet printed copies won't work with some techniques. As always we will share our supplies, ideas and experience with each other.

You may bring snacks, beverages and supplies to share. Donations for supplies and time used are requested and appreciated. Help is needed with set-up and clean-up for this event. If you would like to fulfill some of your volunteer hours, please contact Theresa Kulstad at (703) 283-0399 or tkulstad@verizon.net to let us know. This event is open to the public and we hope to see you on Sunday afternoon, April 19th at the Del Ray Artisans' Gallery located at the Nicholas A. Colasanto Center, 2704 Mount Vernon Avenue, Alexandria, VA 22301.

Look for the newest "Call for Entry" in the insert.

About All-Member Shows:

One of the many benefits afforded DRA members is the opportunity to show your artwork. Traditionally with all-member shows, members have the option to submit up to three works with the guarantee that at least one artwork will be included in the show. To help support the Del Ray Artisans, if a work sells during the show, the artist is asked to make a 20% donation (tax deductible) to the organization. This is a much lower percentage than is requested by most galleries. There are two more all-members show coming up this year — June 26 – July 19 and October 2-25, so stay tuned for more information in the coming months! We hope you will mark your calendars and plan to participate as we show the world that we really know how to “Celebrate” and “Make Art!”

DRA
MEMBER Shows

Del Ray Artisans is looking for a few good.....

Ideas: What topics would make a good feature article? How can we link it with an upcoming show or event? How can we broaden our constituencies? How can we better serve our members and enrich their experience? How can our members become more involved? How can we spread the word about the benefits of belonging to DRA? What can we do to increase our contribution to the community?

Guerilla marketers: What exactly is guerilla marketing? It is “an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget” (source: Wikipedia). Translation: Grassroots marketing; creating buzz; using unconventional/non-traditional techniques to obtain publicity.

Web 2.0 researchers: According to Wikipedia, “web 2.0 refers to a perceived second generation of web development and design that aims to facilitate communication, secure information sharing . . . , and collaboration on the World Wide Web. . . .” DRA is particularly interested in getting connected to complementary web-based communities such as social-networking sites, video-sharing sites, wikis, and blogs. If you know what any of the items is, or better yet, how to get and stay connected with them, then we need your help.

Please share your ideas and suggestions. Let us know how you would like to help. Help us all achieve a new level of creative achievement. Please submit your ideas and/or volunteer some of your time to DRA.Communications@gmail.com or click on our new Ideas, Suggestions and Involvement link on our homepage at www.theDelRayArtisans.org.

ideas
ideas
ideas

Pick Your Masterpiece
Kurt Peterson



The OffBeat Auction now has 50% of the furniture for the fundraiser. We still need help in finding furniture. Now we need to turn the furniture into masterpieces. All members can participate and help in the fundraiser of the year. Members who want to turn that unwanted piece of furniture into a masterpiece may do so by going to the DRA website and click on OffBeat Auction and look at the treasures we have. Pick your top three pieces and contact Kurt at 703-489-9851 or email: kfpeterson@gmail.com. Remember to use your imagination when picking your future masterpiece and we hope your wish comes true for your first choice.

We are also looking for helpers to prep the furniture on Saturday April 25th from 10:00 AM to 4:00 PM. This will mean cleaning, gluing, sanding, and priming. The prepping will NOT take place at the Gallery; it will be done at 2030 N. Adams Street in Arlington. It will take place in the community/pool room. With the number of pieces we have, we will be doing this again in May. If you can help with prepping the furniture please contact Kurt.

Spring Outdoor Art Sale
(Saturday 5/9/09)

The Del Ray Artisans' annual spring outdoor Art Sale will be held on Saturday, May 9, from 10 – 4, the day before Mother's Day. It will be held in Colosanto Park, outside the gallery, rain or shine. All DRA members with currently paid dues are welcome to participate. The cost is \$35 plus 10% of sales. Slots are filled on a first come, first serve basis and all media are welcome. Past sales have included approximately 25 artisans, featuring painting, photography, pottery, woodworking and jewelry.

Contact Rob Rudick at robrudick@yahoo.com or 301.270.2323 for more information or to secure your space. Please include your name, phone number, email address, media, and whether or not you will use a standard 10 x 10 shelter (not required).

Get a Clue on June 6!
Barbara Boehm

Circle June 6 on your calendar and plan to join DRA and the Lee Fendall House from 2:30 to 5:00 pm as we dash through Del Ray on the Amazing Del Ray-ce! Part scavenger hunt, part Amazing Race, part Jeopardy, this community fun-raiser will offer participants the chance to team up and compete to see who can answer the most clues in and around Del Ray. We'll award prizes to the winning teams at a reception at the gallery. Look for more details soon, and . . . don't be clueless!

Curator's Corner
Michele Reday Cook

APRIL 2009

Exhibitions—from Concept to Closing:

Our monthly exhibitions are the most visible manifestation of who we are and what we do. We offer a diverse, artistically stimulating, thoughtful display of art in our gallery, virtually year-round. These art exhibits reflect our talented and creative membership, and we want to involve ALL OF YOU, not just a few regular exhibitors.

We are forming a group of artists who would like to learn more about, and become more active with our exhibitions. For those of you who are already experienced curators here at DRA or at other galleries, we really need your expertise as we work towards not only greater inclusion, but also towards a higher level of artistry and professionalism.

We have been soliciting ideas and proposals for next year's exhibit schedule, and you've been offering us some exciting concepts to consider. Now it's time to turn these ideas into show proposals. Next month, we'll share some of these ideas with you, so you'll be inspired, or better yet, come up with your own brilliant proposal for a show.

All-Member Shows are a membership benefit, especially for our newest artists, who may be new to gallery exhibiting.

Curating an All-Member Show is a wonderful way to learn about art exhibitions here at DRA. You will be working with experienced curators each step of the way, and we promise the experience will be rewarding. (Our motto: Curating can be fun!)

We are looking for help during the last 2 weeks of April, assisting some awesomely talented young artists to display their work in our gallery. We still need additional curator—trainees for the June 26—July 23 All-Member show, and the October 2—25 All-Member show.

Upcoming:

TCW HS Student Show May 1—17;
"Bond For Life" open to all area artists May 22—June 21;
Spring Sale (outdoor invitational) May 9;
All-Member Show June 26—July 19.

Please contact Michele Reday Cook (mredaycook@mac.com) or Jeanne Tiffit (jldtiffit@cox.net) to learn more about our exhibition group and/or curating. Contact Rob Rudick about the Spring Sale (robrudick@yahoo.com)

Welcome New member

Heather Dowding



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

Gallery Hours:
Thurs: noon-4 pm
Fri: noon-9 pm
Sat: 10 am-9 pm/Sun: noon-6 pm
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

April

- March 27-
-April 26 All Member Show: Celebrate the Art of Making, Betsy Mead and Michele Reday Cook, curators
betsymead31@starpower.net
mredaycook@mac.com
- 13 Life Drawing, 2-5 pm *short poses*
14 Board Meeting, 7 pm
19 Card Collage Ala Carte, 12 - 4 pm
20 Life Drawing, 2-5 pm *long pose for painting*
21 - 22 VA Commission for the Arts panel meeting, 9:30 am - 5 pm

May

- 1 - 17 TC Williams Student Show
4 Life Drawing, 2-5 pm *short poses*
7 First Thursday Del Ray, Gallery open until 9 pm
9 Spring Sale 10 am-4 pm
12 Board Meeting, 7pm
14 General Member Mtg, 7:30 pm (Thurs)
22 - June 21 Bond for Life, Christina Richardson, curator
Christina@figaroconsulting.com
25 Life Drawing, 2-5 pm *long pose for painting*

June

- 4 First Thursday Del Ray, Gallery open until 9 pm
6 Collaborative Fundraiser with Lee Fendall House 2:30-5 pm
8 Life Drawing, 2-5 pm 13 *short poses*
9 Board Meeting, 7 pm
15 Life Drawing, 2-5 pm *long pose for painting*
20 Music in the Park, Mt. Vernon Rec Center Field
26 - July 19 All Member show, theme/curator tba

July

- 2 First Thursday Del Ray, Gallery open until 9 pm
14 Board Meeting, 7 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
Board Meeting, 7 pm
11 Board Meeting, 7 pm

September

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

October

- 2 - 25 All Member Show, theme/curator tba
Offbeat Auction (fall date tbd))
3 Art on the Avenue 10 am-6 pm
13 Board Meeting, 7 pm
20 General Member Meeting & Election, 7:30pm

November

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

December

- 4 - 6 Holiday Market
8 Board Meeting, 7 pm

March - June 2010:

Minds Wide Open:
Virginia Celebrates Women in the Arts Event

Peer Critiques 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
moniwis@yahoo.com

Treasurer & Asst. Treasurer
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Communication Director
Paige Ireland
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Community Representative
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norapartlow@yahoo.com

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Fundraising Co-Directors

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Membership 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 your 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.

Membership Notice: Please check your newsletter label to see if your membership has expired. Renew today.