



HIGHlight

October 2008

From the President...

Dear PSNM Friends —

Many of you are aware of the dissatisfaction among artists concerning the Fine Arts Division of the New Mexico State Fair. I want to inform our members of the action we've taken. An article that came out in the Albuquerque Journal specified many of the problems and I'd rather not try to list all of them here. At the recent Arts Alliance meeting a number of the art organizations were represented and agreed that a letter from us as a group would be more effective than individual letters. We can thank Marilyn Drake for working with the representatives of these various organizations to compose a two page letter with not only our grievances but suggestions for improvements. Cricket Appel at Arts Alliance has written a cover letter and mailed the letters to those deemed in authority to do something to improve the show. We can hope for something good to come of this. I'd like to add that it was exciting to be at the

Arts Alliance meeting. A lot of energy was exhibited and interesting suggestions were made concerning the future of the art community in Albuquerque.

While I'm on the subject of the Fine Arts Show at the Fair, let me congratulate Seung Youn for her first place; Glenda Jensen, 2nd place; Cecelia McRoberts, 3rd place and Honorable Mention for Donna Van Leer. I would also like to congratulate those who have been notified of their acceptance into the 2008 PSNM National Show. We're all looking forward to another great show.

With the end of the year approaching, there are many positions that will need to be filled in 2009. Gail Murray is stepping aside as our program reviewer, so we need someone to do this in 2009. Our 2009 National Show will need Committee Chairs. It's more likely we'll have someone step forward to oversee the show if the Committee Chairs are in place. We plan to take a little time at the November meeting to outline the variety of jobs relating to the National Show. Please plan to volunteer in some capacity.

— Elaine Koehler

Monthly Meeting at the Albuquerque Museum

Saturday, October 11 • 10 - Noon

Marketing for Artists

Come to Hank Schuyler's presentation if you have ever asked yourself questions similar to these:

- How do I differentiate myself in today's cluttered art market?
- How do I find more time to paint?
- How can I get the best prices for my artwork?

Hank has drawn on his 30 years of Branding and Marketing experience to show you how to organize your own branding and marketing efforts. His talk will cover:

- How to build a successful brand for you as the artist, and for your artwork
- How to create a strategy to maximize your time and efforts
- How to manage key client experiences, such as The Gallery Opening.

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PSNM Officers & Committee Chairs

President	Elaine Koehler
Vice President	Wanda Portee
Treasurer	Peggy Orbon
Secretary	Lee McVey
Past Pres.	Gaye Garrison
Communications	Carol Hall
Corresponding Sec.	Kathleen Dietz
Evaluation	Marilyn Drake, Hank Schuyler Jeanne Weitz
50/50	Patty Stewart, Seung Youn
Historian	Jeanne Weitz
Librarian	Karen Servatt
MasterWorks Rep	Carol Lovelady
Membership	Gaye Garrison
Membership Tags	Gaye Garrison
National Show	Janie Gonzales, Margi Lucena
Newsletter	Marilyn Drake, Alice Flitter
Programs	Maryann McGraw
Program Review	Gail Murray
Publicity	Diana Stauffer
Refreshments	Vacant - Please Volunteer
Signature Membership	Betsy Greenlee
Website Manager	Marilyn Drake
Workshops	Lyle Brown

* To send emails to people on this list, go to www.pastelsnm.org then click on Contacts.

PSNM Elections in November!

There is now a full slate for 2009 Officers!

The Ballot will appear in the November newsletter. Votes can be submitted by mail or brought to the November meeting where they will be tallied.

Membership Renewal Reminder

Membership dues for renewing members are payable January 1st of each year.
Annual Membership is from January 1st to December 31st.

The renewal form will be printed in the December issue of the newsletter.

NATIONAL SHOW MEETING

Please meet at the Museum's Cafe immediately after the General Meeting. Co-Chairs Margi Lucena and Janie Gonzales have important issues to discuss and would like you to attend. They promise not to take up too much of your time, and you don't need to order any food.

Exhibitions

Open Space: A View with Room 3rd Annual Exhibition and Art Sale

featuring paintings depicting the City of Albuquerque's Open Space lands.

Exhibiting artists: Charlie Burk, Michelle Chrisman, Marilyn Drake, Charles 'Bud' Edmondson, Thais Haines, Pat Harrison, Elaine Koehler, Robert Kuester, Lee McVey, Fred Miller, Paul Murray, Margy O'Brien, Jeff Otis, Maggie Price, Jeannie Sellmer, Mary Sweet and Ann Templeton.

"Little Gems", a juried show of small Open Space paintings by Plein Air Painters of New Mexico members, working in all media, has been added to this year's event.

All sales benefit the Open Space Alliance. As they're paid for, "Little Gems" can be taken by purchaser.

Open to the Public

September 20 - December 11, 2008

Public Receptions: October 11 and

November 15, from 10 am - 5 pm

City of Albuquerque

Open Space Visitor Center

6500 Coors Blvd, NW • 505-897-8831
(between Montañó Blvd. & Paseo del Norte
at the end of Bosque Meadows Rd.)

Member News

Dina Gregory's "Chihuahuan Desert Winter Rain" was juried into the Bosque Conservatory Art Classic. The juror/judge was Mark Smith, co-founder of Greenhouse Gallery of Fine Arts in San Antonio, Tx.

Paula Kuehl has been accepted in the following shows: the 13th Annual "For Pastels Only, On Cape Cod" in Chatham, Massachusetts; the 21st National Juried Art Exhibition in Mableton, Georgia and the Pastel Society of North Florida's Pastels 2008 10th Biennial National Exhibition in Niceville, Florida.

September Program Review

by Gail Murray

June Walker: Tax Basics for Creatives

Being an artist at any level isn't easy, and dealing with the business side of art is even harder for most artists. Not only is June a tax consultant and author, she is a riveting speaker as well. When she addressed our group in September, she had a captive audience, hanging on every word, and even went into overtime... with nobody leaving the room.

June lives and works in Santa Fe, and has about 200 clients from all walks of life, with creative arts people in the majority. She has been working with only the self-employed since 1979 and is the author of "Self-Employed Tax Solutions". Her book provides quick, simple, money-saving audit-proof tax and recordkeeping basics for the Independent Professional. She has donated a copy of this book to the PSNM Library. If you were not one of the many people who purchased the book from her, you can check it out from our Library.

When she asked the members assembled how many sell their art and want to make money at their art, the majority of the audience raised their hands. June said there are two types of taxpayers: "Indies" and the "W2s". "Indies" are artists, who as independent contractors, receive 1099s each year from galleries that sell their art. The "W2s" receive a regular paycheck from an employer, with taxes and deductions withheld. June serves only the "Indies" in her business. Your filing status with the IRS is determined by who controls what; who directs what; who pays the business expense. If you are in control of your time, what projects you take on, and if you pay all your business overhead, then you are an independent contractor in the eyes of the IRS. If somebody else does all that (an employer), then you will be a W2 wage earner. You also must determine if your art is a hobby or a business. If you are just doing art as a hobby, you cannot deduct any of the expenses. If you are a business you can deduct your expenses. To prove to the IRS you are a business, you must "show a profit motive and be in it for a buck." You need to look at your art as a business, and carry it on in a business-like manner. You can attend workshops and seminars, have business cards, promote yourself and your art on the web, etc. Never be afraid of a loss of money, but be able to prove you are in it for the money.

Because the topic of taxes fills volumes, covering all the examples June told us would be impossible. She had

copies of her presentation agenda available at the meeting. The agenda also appeared on page 4 in the September issue of "HIGHLIGHT". She gave us a quick overview of all these topics with plenty of examples from her own experiences with *Billy Bridesnapper*, the wedding photographer, and *Victor Visual*, the painter, among others.

Some quick tidbits:

- Auto/Mileage - write down your odometer reading each New Year's Eve to have a record of your mileage.
- Put all your meetings on a calendar.
- Travel or Transportation?
Travel is overnight trip; Transportation is a day trip
- Two Simple Recordkeeping Rules
 - 1) you don't need a business checking account
 - 2) back up with a receipt for every dollar you spend

We all came away from the meeting learning that taxes don't have to be the dull, dry topic the IRS makes it.

To reach June for a consultation or more information, call 505-466-8317 or 888-219-7771. Her website is www.junewalkeronline.blogspot.com and her e-mail is june@junewalkeronline.com

IAPS/Urania Christy Tarbet Scholarships

Due Date for entries: November 1, 2008

Four pastel scholarships, not to exceed \$500.00 each, will be presented to four member society artists at the IAPS Convention in May 2009. This is a great opportunity to study with one of the following artists: Maggie Price, Richard McKinley, Doug Dawson, or Susan Ogilvie. The selection committee will consist of Anne Hevener, Editor, *The Pastel Journal*; Duane Wakeham, PSA Master Pastelist; and Urania Christy Tarbet, PSA - IAPS Founder/President. For instructions on how to apply and/or more information, contact Urania at: uraniact@aol.com or write to: Urania Christy Tarbet, P.O. Box 567, Pollock Pines, CA 95726. Scholarships valid for the 2009 workshop session.

See page 4 for other IAPS competitions, or go to their website: www.pastelinternational.com

- 7th Biennial Convention Program Cover Competition
- 13th Juried Exhibition

Call for Entries

EDITOR'S NOTE: Please send an email to Alice Flitter at awflitter@aol.com with complete information about any shows that will be of interest to your fellow PSNM members. Submissions must be received by 15th of the month preceding the issue in which you'd like the show mentioned.

Remember, there are many shows and competitions listed on the internet, as well as the art magazines. So do some exploring on your own to see what is coming up.

Slide Deadline: October 10, 2008

7th Biennial IAPS Convention Catalog Cover Competition

Would you like to be the pastel artist who is the sole winner in an international competition that happens only once every two years? The prize - \$100 cash award, 2 points toward IAPS Master Circle status, your painting on the 2009 IAPS Convention Catalog cover and included in other international convention publicity, plus having your original painting on display at the Convention in Albuquerque, NM from May 28 - 31, 2009. Prospectus available on the IAPS website: www.pastelinternational.com

Slide or Digital Deadline: October 24, 2008

Workmen's Circle • "R U Evolved?"

January 11 - February 27 • Los Angeles, CA
Jurors: Paul Von Blum, Sheila Pinkel, Mark Vallen
Show to mark the Charles Darwin's 200th birthday and 150th anniversary of the publication of *On the Origin of Species*. Prospectus and information about the organization and gallery can be found at: www.circlesocal.org

Deadline: November 1, 2008

Painters' Challenge, sponsored by CreateBetterPaintings.com. Great opportunity to compete in an international competition! \$1000 top prize. For details: www.CreateBetterPaintings.com

Slide or Digital Deadline: November 3, 2008

The Artist's Magazine All-Media Online Competition

Grand Prize (\$500) winner and all 7 First Place (\$100) Winners receive subscriptions to *The Artist's Magazine* plus \$100 worth of North Light Books. Honorable Mentions receive subscriptions to *The Artist's Magazine* and \$50 worth of North Light Books. Winners will be featured on *The Artist's Magazine* website, along with a list of Honorable Mentions.

Entry Fee: \$10 per slide or image.

For details at: www.artistsnetwork.com/competitions/

Masterworks

April 4 - 25, 2009

Judges and Jurors:

Large Division: Judge - Sherrie McGraw
Jurors - Eason Eige, William Haskell, Nancy Reyner

Miniatures: Judge - Susan Brooke
Jurors - Aaron Campbell, Jennifer Eggleston,
Bethe Sailer

Opening Reception: April 3

Open House/Paint-In: April 19

Workshops:

NMWS - Ann Smith

April 7, 8, 9 - 5:00pm to 9:00 pm

RGAA - Lorenzo Chavez

April 22, 23, 24 - 9:30am to 3:30pm

PSNM - Lorenzo Chavez

April 26, 27, 28 - 9:30am to 3:30pm

Mini-Workshops:

Susan Brooke - April 15 - 9:00am to 3:00pm

Margy O'Brien - April 16 - 9:00am to 3:00pm

Paul Murray - April 17 - 9:00am to 3:00pm

(Artists may sign up for one, two or three days.)

Nancy Reyner Demo - April 6, 10:00am (free)

Prospectus available at: www.masterworksnm.org

For a printed copy, please contact Carol Lovelady

email: lovelady101@comcast.net

phone: 505-345-2267

Pastels 4 Sale!!

225 pc. Set of Rembrandt Pastels

(only 2 ever used • original wooden box)

Asking \$250

Contact Emily Holcomb at 505-296-2702

Slide Deadline: March 19, 2008

IAPS 13th Exhibition • June 4 - 8, 2009

Ventana Fine Arts Gallery on Canyon Road, one of the finest and most prestigious galleries in Santa Fe, NM, will host the exhibition. The exhibition will be pre-juried by Doug Dawson, PSA and juried for awards by Albert Handell, PSA. Acceptance and awards in this exhibition will go towards Master Circle points. Prospectus available on the IAPS website: www.pastelinternational.com

Workshops

LISTING POLICY: All new announcements will be published with as much detail as space will allow. Repeat listings will be abbreviated. Deadline for submissions is 15th of month preceding next issue.

Please send your listings for classes, events, workshops, or news via email to: Alice Flitter - awflitter@aol.com

To find out about other workshops, shows, etc. check magazines and online sources. Use Google to search for additional information.

TAUGHT BY PSNM MEMBERS

Michael Chesley Johnson, MPAC, PSA, PSNM *Plein Air Workshops*

December 8 - 12 • Sarasota, FL

January 3 - 10, 2009 • Mexico

January - March, 2009 • Sedona, AZ Advanced workshops in (see www.paintsedona.com)

Check www.MichaelChesleyJohnson.com for full details, e-mail mcj@sff.net or call 506-752-2482.

Maggie Price Workshops

November 10 - 12, 2008, Charlotte, NC; indoor, landscape from photographic reference

April 3 - 5, 2009, Merriam, KS; indoor, landscape from photographic reference

May 28 - 31, 2009, Albuquerque, NM (IAPS Convention); indoors sessions and 2-day plein-air post-convention workshop (June 1&2)

June 15 - 19, 2009, South Freeport, Maine; indoors and plein air

June 22 - 26, 2009, Marshfield Hills, Mass.; indoors and plein air

July 10 - 12, 2009, Denver, Colorado; indoor, landscape from photographic reference

July 27 - 31, 2009, Kimberly, Wisconsin; indoor and plein air

August 23 - September 2, 2009, Scotland (Highlands), all plein air, materials furnished and shipped to/from

September 18, 2009, Santa Fe, NM (Artisan Art Expo), indoor sessions

October, 2009, Juzcar, Spain (dates to be announced)

Details at www.MaggiePriceArt.com or call 505-294-7752

Paul Murray Workshops

October 6 - 9 • La Cienega, NM

October 13 - 16 • La Cienega, NM

Both these workshops will be at my studio, limited to 8.

For more info email: murrayfineart@earthlink.net

Mike Mahon Workshops

Fall of 2008 • Taos, New Mexico

For info, contact Mike Mahon at: art@mmahon.com or phone: 806-359-5130

TAUGHT BY OTHERS

Margot Schulzke Workshops

October 16-18, 2008 • Sacramento, CA

Contact: Sharon Drysdale, 916-971-3713 or email: watercolourart@hotmail.com

Plein Air Painters of New Mexico

Now Until November 11 • Albuquerque, NM

Limited number of spots still available to learn from noted *plein air* painters who will teach one-day workshops, or give lectures/demonstrations.

Open to all artists working in any medium.

For more information, and to register, go to PAPNM web site: www.pleinairpaintersnm.org

Colleen K. Howe

October 9 - 11 • El Dorado Hills, CA

3-day *plein air* workshop in conjunction with Sierra Pastel Society Exhibition. For details go to Events at: www.SierraPastelSociety.net

Dates to Remember...

May 28 - 31, 2009

IAPS Convention • Albuquerque

www.pastelinternational.com

Sept. 17 - 20, 2009

Artisan Artist's Material Expo 2009

Santa Fe

www.artisan-santafe.com