



Alpha Arts Guild

AUGUST 2010 NEWSLETTER

Danita Grant, Editor

NEW MEETING PLACE

The Alpha Arts Guild is growing, not only in number, but, also, geographically! We are drawing members from North Fulton, East Cobb, and Cherokee.

Our organization is not associated with any geographic or governmental entity. Note that the guild's name includes the word **Alpha** which means first or beginning. This name was chosen by its founders to represent the beginning efforts to form an art guild which seeks the highest ideals and fulfill the stated mission of the organization to promote the arts within the community.

In light of this membership growth, it has become desirable to meet in a more central location for ease of travel for many of our members.

The Board members met this summer and voted on this change in location. The new location is situated in old Alpharetta downtown across from City Hall. Our 'end-of-summer kickoff' meeting is **Tuesday, August 31** from 7:00 pm to 9:00 pm at **the coffee pot**, which is located at 9 South Main Street Alpharetta. Hopefully this change will allow members from

surrounding areas to easily attend our monthly meetings.

Additionally, you may purchase a wide variety of refreshments during our monthly meetings. The menu includes pastries, drinks including specialty coffees and made-to-order sandwiches.

A special 'thank you' to **the coffee pot** owner, Glenda Jennings for allowing the Guild to hold meetings in their establishment!

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the coffee pot
9 S. Main Street, Alpharetta

THANK YOU, ERIC AND DARCY TILGNER

It is no surprise that the growth and success of the Alpha Arts Guild is made possible by the strong support of its members. Two such members are Eric and Darcy Tilgner, owners of Fine'ally Affordable Art and Frame Outlet.

Over two years, Eric and Darcy have graciously allowed the Guild to conduct their monthly meetings at their business establishment.

Not only did the Guild have the benefit of a

meeting place but also the easy availability of Fine'ally Affordable's wholesale art full-services.

The AAG Board and members are most appreciative of Eric and Darcy's support!



Fine'ally Affordable Art & Frame Outlet
370 Winkler Drive
Alpharetta, 30004
www.fine-ally-affordable-art.com

NEWLY CREATED CHAIR - THE DYNAMIC DUO

It is very important that our organization informs its members, the public and businesses about the Alpha Arts Guild meetings, events, presentations, etc. Good communications and event promotion are critical to the operations and growth of any dynamic organization.

It gives the Guild great pleasure to announce the formation of a new Chair position, Public Relations beginning this month. This new Chair position will be co-chaired by Patricia Stimmel and Ellen Winsor.

Both Patricia and Ellen have consistently been involved in the past undertakings of the Guild. Each has given their talents, creativity and support to the Guild unselfishly. So to receive a 'Yes' response from Patricia and Ellen when asked to preside over the newly formed Public Relations Chair is a real boon to the Guild's operations.

"Thank you, Patricia and Ellen", AAG Board and members are most grateful for your vision and support!

No doubt, you both will soon be known as the Dynamic Duo by all!



AAG CARIBOU SHOWS

Once again, member and curators, Betty Walser and Joanne McCarthy are busy at work planning AAG shows at the Johnson Ferry Caribou Coffee House. The Guild is very grateful that Betty and Joann have always taken the lead to enthusiastically show our members' art. We are also appreciative that Mr. Bill Cuthbert, the manager of Caribou, has allowed the Guild to showcase AAG art in such a warm and

inviting setting.

Beginning August 6th, AAG members will decorate the walls of the Caribou Coffee House with art which highlight the beauty of water. How appropriate to feature this theme because many an artist draws inspiration and has fond

"The job of the artist is always to deepen the mystery."

Francis Bacon

memories of times at a water setting. A flyer about the August show was e-mailed on July 26th. To sign up for the August show, please e-mail Betty at Betty1w@bellsouth.net. Work will be displayed until October 22nd.

Also, members are asked to plan on participating in the Caribou Holiday show. We will feature smaller pieces of art which will be priced so to readily sell as holiday gifts.

THE AAG WEBSITE

Our website is currently under construction! Many of our members had expressed a need for the Guild to update the website on a timelier manner.

This matter was discussed at the summer Board meeting and it was agreed that a concerted effort to secure better web tools was necessary since the Guild has

grown and the web is an ideal media to bring our organization to our members and the public.

"The Internet is becoming the town square for the global village of tomorrow."

Bill Gates

The Guild has employed the services of *Connect 2 Clubs*, which is club networking community support and design service. AAG will be provided a private club web site and we will have complete control of the content and information that's shared on the web site. We will let you know when the site is developed and ready for your review.

SEPTEMBER 14TH GUEST SPEAKER - PAT FIORELLO, MARKETING SPECIALIST

In September 2009, Ellen Winsor conducted a 'brainstorming exercise' with our meeting attendees. One of the major focuses of the group was to grow in understanding marketing principles and challenges. This session with Ellen proved invaluable because it gave clear direction to the Board as to what were the needs and interests of our members. In response, AAG made every effort to provide educational opportunities which spoke to the art market.

The Guild is proud to announce that at the September 14th meeting, Ms. Pat Fiorello will be the guest speaker. Pat has a MBA from Harvard Business School. She has a 20 year background in business as Vice President of Marketing for the Coca-Cola Company and Nabisco.

Ms. Fiorello pursued the study of art through classes, workshops and private lessons. She now conducts art classes in both watercolor and oil mediums. Her credentials as an artist are very extensive.

Pat's marketing background and her rich experience in art is an ideal combination of skills to uniquely address the challenges of marketing art. She conducts a one day artist workshop, *Developing Your Marketing Strategy*, and also gives private individual coaching on an hourly basis. To learn more about Pat Fiorello, visit her website, www.patfiorello.com.

We hope that you will be able to attend the Sept. 14th meeting at **the coffee pot** (7:00 - 9:00 pm)

BUILDING A RELATIONSHIP WITH AN ART GALLERY PRESENTED BY DR. RAY HOYUM

How fortunate for AAG to have Dr. Ray Hoyum speak about establishing a professional relationship with an art gallery. Dr. Ray and Mrs. Mariam Hoyum own the Monfort's Fine Art Gallery located at 41 Church Street, Alpharetta.

At the May 4th meeting, attendees had an opportunity to learn about how to submit artwork to an art gallery for review. Addressed also were the pitfalls that an artist

encounters (or causes) because of inappropriate or incomplete



Mrs. Mariam and Dr. Ray Hoyum,
Owners of
Monfort's Fine Art Gallery

strategy. Some of the submission steps include how many images of artwork to submit, what accompanying documents to submit, and what behavior is unprofessional.

At the end of the presentation, questions from the audience were addressed.



TRASH TO TREASURE

It is quite a twist of fate when a friend wakes you up early in the morning and asks you to join her scouting out neighborhood garage sales. Not exactly what

you planned for the start of the day. Little did you know that you would find a purchase just too good to believe?

Well that is what happened to

member Emily Griffith. Her 'Find' was 16 art grids each measuring 8 feet. Emily quickly got approval from the Board to make the purchase for \$50.00 total. How fortunate AAG was to have Emily go shopping!

ALPHA ARTS GUILD, INC.

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We're on the Web!

www.alphaartsguild.com

Mission Statement:

To promote greater visibility and awareness of Georgia artists and their important contribution to the community by celebrating the power of Creativity and Imagination.

To provide an environment of camaraderie among artists; fostering understanding, education and appreciation.

AAG Board and Chairpersons

Danita Grant, President
Karen Cohen, Vice President
Emily Griffith, Secretary
Jim Lappe, Treasurer
Carol Skowronek, Member-at-Large and Curator
Ellen Winsor, Member-at-Large, Public Relations Chair
Patricia Stimmel, Public Relations Chair
Wade Cauthen, Curator
Joann McCarthy, Curator
Betty Walser, Curator

MARK YOUR CALENDAR

- ✓ **August 6:** Change out at Caribou Coffee House 7:30 pm
1275 Johnson Ferry Road
Marietta, Ga. 30068
(770) 971-5010
- ✓ **August 31:** After Summer Kickoff Meeting 7:00 - 9:00 pm
the coffee pot
9 South Main Street
Alpharetta, Ga. 30009
(770) 521-5560
- ✓ **September 14:** Monthly Meeting featuring Pat Fiorello 7:00-9:00 pm
the coffee pot
9 South Main Street
Alpharetta, Ga. 30009
(770) 521-5560

