



## *“Perspectives” Newsletter*

**September 2009**

*The Wilbraham Art League was established by a group of committed artists for the purpose of developing active community interest and providing education in the field of fine arts. Membership is open to artists, patrons, businesses, and all other persons interested in and supportive of fine arts in the Hampden County area.*

### *A Message from the President – Frank Tencza:*

A couple of months ago, one of my subjects was the Wilbraham Art League and the start of another summer season at Fountain Park and the Barn. Now the Summer Concert Series and the Peach Festival are history. Summer's not over, but time marches on and the “Summer That Wasn't” got hot all of a sudden. Between cool and rainy days and heat, thunder, lightning, and downpours, this has been an interesting summer.

Art sales have been slow and people's priorities have shifted to food, shelter, and clothing, and coping with the uncertain economy, rather than art. Sales at the Concert Series were down, but there was some good activity at the Peach Festival. Maybe things are looking up.

Social Art events at the Senior Center are now scheduled for the 2nd and 4th Wednesday of each month. Take a chance and go to one. They're lots more fun than a root canal and you could maybe do a little art, talk about art, learn a new technique, or just talk to your fellow artists. There are no quizzes and nobody takes attendance. The Social Art is from 1:00 pm to 3:00 pm or however long you can stand it.

This Fall, we will be having another event at the Barn – the FallFest or Festival and there will be further details on this. This, for us, is otherwise known as the “Small Works – Big Art” exhibit.

Our General Meetings will begin on September 8th, and please look at our great website for dates, times, demonstrators, special announcements and all. We are also more tied informationally with other organizations and have access to many websites of interest.

The exhibit out in Sturbridge was pretty good. We got our name out even further than usual, some of our WAL artists sold works, and Fran Selva was asked to provide her baskets for sale at the restaurant. We will be back there.

Our show at the Atheneum was a pleasure. It is great to be teamed with the Atheneum Society and we will probably be doing an exhibit every season with them. Four seasons equal four exhibits. Good for us and good for them. Relations and cooperation with the Atheneum Society were wonderful. There was good attendance, good humor, and some art works were sold. Again, this helped get our name out.

The show with the Garden Club was quite successful. Good spirit, good cooperation and support from the Garden Club were evident, and some art was sold. Importantly, we got our name out

again.

This year's Peach Festival saw us in the Barn this past Saturday and Sunday. Wow! It was hot in there and everywhere else for that matter. To quote America, "The heat was hot." There was a good spirit of cooperation with the Peach Festival administration. Our contact was Chuck Higgins, the president of the Wilbraham Community Association, and his assistance and decisions were cooperative, quick, and helpful. To be candid, this was the most low-key experience I think we've ever had. Our needs were met, the Peach Festival's needs were met and that's a good thing. As much as the phrase is overworked and misused, this was a real "Win-Win" experience.

Sherri Montagna, our director of the Newsletter, will resign from that position in December. Sherri has played an important role in finding out what's going on and keeping people informed. She has had to get people to adhere to her reasonable deadlines and requests and that has not been easy as everyone is busy, everyone has things to do, everyone needs understanding, and Sherri's managed to stay mostly sane for a few years now and get the job done. I personally was amazed by the last newsletter and think it was one of the best I've seen anywhere. I appreciate what Sherri's done for our League.

You know this next is coming...

If any of you would like to give the newsletter director's job a try, please contact Sherri and get her version of Newsletter reality – what it takes to do the job – and then give me or Vice President Caryl MacLeod a call. We need a Newsletter Commander-In-Chief.

Our new Treasurer, Joe Morin, hasn't resigned yet. As a matter of fact, he's very quickly become an integral and valuable part of our League and our leadership team. He has good humor and is very capable. We are fortunate to have him.

I guess I could go on and on about the people who are making a difference, but it is time to close. Suffice it to say that our League cannot survive without the hard work of many dedicated members, and we have some wonderfully dedicated members. We, like the rest of America, are tight for money and can't do everything we want. We bought a folding plastic table, but have not bought a canopy as we just can't afford it right now. We will be careful and do what we can. This Fall we will be resuming our Budget meetings and try to get a more accurate handle on future needs.

Anyhow, this is it from me. Summer is not over, have a good time, be careful, and I look forward to seeing all of you at our first meeting in September...

Cheers & Best Wishes!  
Frank W. Tencza, President  
Wilbraham Art League

## Fall Calendar of Events 2009

September 8 **General Meeting** 6:30 p.m.  
October 13 **General Meeting** 6:30 p.m.  
October 17 **WNCC'S Fall Fest** Display your art in the Fountain Park barn.  
November 10 **General Meeting** 6:30 p.m.  
December **Holiday Party:** to be announced

### EXHIBITS

Joyce Emerle and Jackie Birchenough are presently exhibiting in the cafe of the Franklin Medical Center, Greenfield. The show will continue until September 30. Afterward it will continue throughout the Cooley Dickinson Rehab, in So. Deerfield from November 1 thru December 31.

## Social Art Fall 2009

Do you like to paint, draw or create art some other way? Do you like to sit around and chat with fellow artists? You can do both at the Social Art gatherings every 2<sup>nd</sup> and 4<sup>th</sup> Wednesday from 1 – 3 pm at the Senior Center. It is a fun way to get to know each other and to get some work done. If you prefer to just talk and exchange ideas, that is OK too. We are very low key and casual and would love to have you join us.

September 9<sup>th</sup>

September 23<sup>rd</sup>

October 14<sup>th</sup>

October 28<sup>th</sup>

November 11<sup>th</sup> No Social Art Veterans Day

November 25<sup>th</sup>

December 9<sup>th</sup>

December 23<sup>rd</sup>

No Social Art on the fifth Wednesdays in September and December.

### General Meeting Programs for September thru December 2009

September - **Bob Mazzariello** will demonstrate his work as a twig painter.

October - **Ruth Sanderson**, an illustrator of children's books.

November - **Alexander Walters** will demonstrate her color pencil technique.

December - will be our **Holiday Party**, and time and place will be announced in the near future.

#### Wilbraham Art League Sales Policy

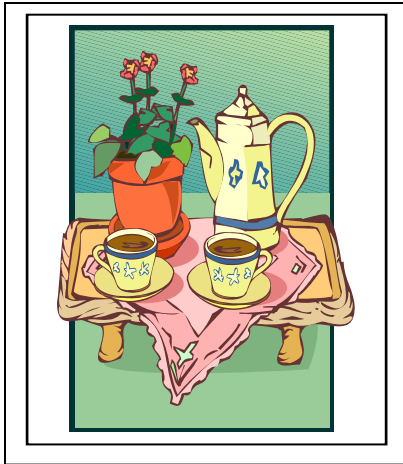
If you sell one of your works due to publicity of a show, please have the buyer make the check out to Wilbraham Art League. The buyer should send the check to our P.O. Box 253, Wilbraham, MA 01095. If the check or cash is given directly to you, you should mail it to the P.O. Box. Joe Morin, the new treasurer, will take out the percentage for the venue and 10% for WAL, and send the remainder to you. Thank you.

#### Wilbraham Library Shows

September: Vicki DeForge  
October: Students of Debra Padden  
November: Frank Tencza  
December: Nick Gioscia

### Wilbraham Art League's Website

Have you visited the WAL website lately? It is beautiful. Check it out for helpful information in between newsletters. To add photos of your work contact Lucy Peltier at [webmaster@wilbrahamartleague.org](mailto:webmaster@wilbrahamartleague.org) Website Address: [www.wilbrahamartleague.org](http://www.wilbrahamartleague.org)



## Bakers' Responsibilities

Each person is asked to bring a plate of goodies and one soda or juice. Check the supply box to see if anything is needed. If so purchase what is needed such as paper cups etc. and the treasurer will reimburse that member if you submit your receipt or a copy of it to him. If for some reason that you cannot be there, please contact another member to take your place or trade places. **Please arrive no later than 6 p.m.** to make the coffee, and serve it in the decanter thermos. Everything should be displayed on a card table by 6:30 p.m. Thank you for your attention to detail.

To copyright your artwork and protect it from being copied in an unauthorized manner always: make the copyright mark – the c in a circle; write the year that the artwork is completed; and then print or write your name in permanent marker or paint. The order is important. (The whole word “copyright” is acceptable as well, particularly for photographers. Some photo developers will print text on the back of your photos, and the word is easier to request.) A clear coat of varnish or protectant makes it permanent. Repeating the information on the back with size, materials, town, state and USA are a good idea if desired. Frank also includes any story that may have happened while painting or maybe something that inspired him to paint the work of art.

## Congratulations to all the people who have sold works in the latest art shows

Jerry Wilson, Fran Selva, Vicki Deforge, Vi Petrolati, Kris Crimmins, Frank Tencza, Delight Rothery, Carole Colitti, Lucy Peltier, Jackie Birchenough, Liz Kowal, Joyce Emerle, Ann Carver and John Robertson

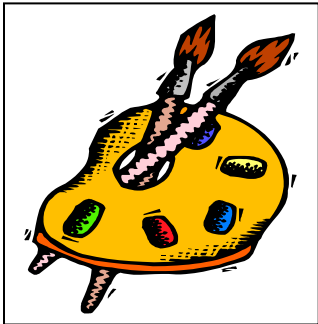
**Nuvo Bank Exhibit** Members are visiting with personnel of the bank to determine if an area of the building would provide space for showing our artwork.

## Bookmarks For the Library

WAL has offered to make book marks for the library as a fundraiser. It is a great advertising idea and the library is willing to do the laminating. Due to the nature of the laminating machine, please use paper that is comparable to card stock in thickness. Heidi Kane has been using card stock and it laminates perfectly so she suggests that we use similar paper. She adds thin embellishments that also go thru the machine OK. The bookmarks should measure 2" x 6" and should be cut. You can donate as many as you'd like, but in multiples of 6 would eliminate any waste of laminate. The library Art Committee Chair of the Wilbraham Friends of the Library, Kristine Crimmins thanks you for your donation to their fundraiser.

**League Meetings are held on the  
second Tuesday of the Month  
at the side parking lot entrance to the  
Wilbraham Senior Center in Post Office Park**

**Hampden Bank Farmer's Market** ... We were given the OK to exhibit and sell our art in a booth at the farmer's market held every Wednesday from 12-5. Frank visited the bank to work out the details. We can start as soon as a free-standing canopy is purchased or borrowed.



**Check neighboring news at:**  
<http://www.valleyartsnewsletter.com/>

**Thank you to Joe Morin for picking up a  
3 x 5 table that was used at the  
Peach Festival.**

***Happy Autumn!***  
***Sherri Montagna, WAL Newsletter***