



# Wilbraham Art League

## *“Perspectives” Newsletter*

Fall 2008

*The Wilbraham Art League is 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:*

This has been an interesting summer to say the least. Our Exhibits in the brooders seemed like a good thing and we even seemed to get a good crowd looking at our art - but sales were almost non-existent. Summerfest was a rain adventure and a water challenge with a pretty severe storm. We all survived, but, again, low or no sales and the Silent Auction for the WNCC was a bust being really forgotten and what bids there were were way below minimum. The Peach Festival saw us in the Barn again and although it felt better, sales were minimal even with fairly good crowds. I think we had good art showing, but was dismayed by our results and by the fact that the Silent Auction we tried to run ourselves for the WNCC, even with good art and good prices, did not get one bid.

Kris Crimmins and I were exhibiting up at the Blandford Fair this year. The Art Show at the Fair had good crowds and good art, but in the Art Show's three days there were only eight sales.

This is bothersome. Obviously, the culprit here has to be the economy. With gas prices obscenely high and driving up the cost of everything, and with many people worried about their jobs, art is probably the last thing on people's minds. People may go to local events, but maybe as a way of entertainment at low expense. You do not have to be a genius to figure this out.

I think that we have to strategize a bit and figure out what to do. As far as I personally go, I am painting smaller paintings. These mostly do not take as long as larger ones (I did say mostly) and people can hang them without redecorating their entire homes. Being smaller and taking less time, materials, and all, my prices can be more attractive to people without being depressing to me.

Our advantage as artists is that we can change directions and maneuver. None of us are major corporations. We can also offer people real, original art and that's a good thing.

I would like to hear other people's thoughts about marketing art. This might make a good column for the future for everyone's benefit.

#### **Board of Directors:**

**President.....Frank Tencza**  
**Vice President.....Caryl MacLeod**  
**Treasurer.....Natalie Long**  
**Secretary.....Fran Selva**

#### **Committees**

**Membership.....Caryl MacLeod**  
**Plein Aire .....Caryl MacLeod**  
**Publicity, Programming Joyce Emerle**  
**Hanging, Programming, Name**  
**Tags.....Angela Egerton**  
**Communications & Web.Lucy Peltier**  
**Newsletter.....Sherri Montagna**

Our future General Meetings will be packed with demonstrations and talks with successful artists. I could go on and on here, but make sure you read our website. Not only is it just as professional as you can get - it really looks good thanks to Lucy Peltier - but is full of information that's being constantly updated. This is the way to find out what's going on. If you don't check out our website regularly, you are missing a lot

This is about it for now. I look forward to seeing you at Tuesday evening's meeting and at the rest of our meetings. I just like getting together with everyone and talking about what's happening, art, and who is doing what. It will be good to see you.

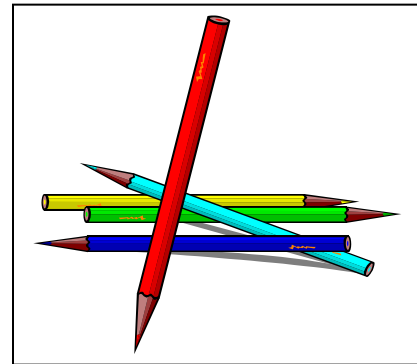
Best Wishes -

Frank W. Tencza, President

Entry information is available for  
**The Big E's Creative Arts exhibit**

At [www.thebige.com](http://www.thebige.com), 413-205-5015, or e-mail [creativearts@thebige.com](mailto:creativearts@thebige.com). This is basically a craft show but they are taking digital photography and Plein Air. They award ribbons and cash prizes in the New England Center in September.

Fran Selva



## *Plein Air drawing and painting*

Bugs, Sun, and Fun

Plein Air painting is not for wimps. Artists must be prepared to haul their supplies, chair, water, bug and sun lotion and hats over long or short distances and brave sunburn and bug bites to capture a perfect scene, not necessarily a perfect painting. The reward for all this is a great lunch and great company. We had many such experiences this summer from June to August. We meet from 9:30 to 12:30 pm. unless otherwise noted.

The sites covered a lot of central Massachusetts from the Hearse House on Main Street, Wilbraham to Deerfield and the Quabbin Reservoir. An outstanding place was Mount Holyoke College where five or six of us tried to paint the Greenhouse. The Longmeadow Green is surrounded by lovely old homes, some back to Colonial times and proved to be hard to choose what to attempt. The Salem Cross Inn not only had very scenic views but a good lunch after we had worked ourselves into a hearty appetite. One of our favorite spots is the West. Mass Boat Club on the Connecticut River in South Hadley. One of our members is a member there. We painted the river, the trees, the boats, the bridge to Holyoke and whatever took our fancy. We only had two or three rainy days; the marina was one (we painted in a pavilion). Stanley Park was another one. Going to Angela's to see her horses and paint in her yard was a treat not to be missed.

We may go out once or twice more before the snow flies (or maybe after, think of the beautiful winter scenes.) Come join us. I was kidding about the sunburn and bugs.

Please notify me if you can join us. Call or email me by typing "Plein Air" in subject line. If I don't recognize an emailer, I delete the message. If you type Plein Air, I will know it is about WAL [harrycarylmac@aol](mailto:harrycarylmac@aol). My telephone number is 596-3486. I hope you will join us.  
In case of rain, go back to bed. Caryl MacLeod

Social painting will resume at the Senior Center on Wednesday, September 17 from 1 p.m. to 3 p.m. See you there!

Caryl MacLeod



## Bakers Schedule

September - Pauline Babneau and Aline Deraleau  
October - Paulette Charpentier and Jackie Birchenough  
November - Ellen Russell and Ray Hunt  
January - Fran Selva and Betsy Koscher  
February - Gloria Rousseau and Dorothy Gerrish  
March. - Fran Levesque and Doris Barsalou  
April - Mary Massidda and Elizabeth Kowal  
May - Carole Colitti and Vi Petrolati  
June - Vickie Fritz and Patti-Gay le Newman

Each person is asked to bring a plate of goodies and one soda or juice. Also set up coffee and check the supply box to see if it needs anything. If so purchase what is needed (paper cups etc.) and the treasurer will reimburse that member if you submit your receipt or a copy of it to her. If for some reason that you cannot be there please contact another member to take your place or trade places.

## General Meeting Programs for Sept. 2008 thru June 2009:

- Sept.** Sue Maciorowski, Sue works for Disney
- Oct.** Josephine from Frame Corner, East Longmeadow, will speak to us about enhancing our art with selections of mats and frames
- Nov. 12** Doug Brega, will speak about his work; he is famous for his watercolor portraits and landscapes.
- Dec.** Holiday party
- Jan.** Karen Geaghan, will speak about the right way and wrong way to photograph
- Feb.** Debi Pendell, a rep. from Golden, will speak about their line of products, especially transparent acrylics
- Mar.** Susan Pecora
- Apr.** Gloria Russell, art historian will speak about a period of art
- May.** Open
- June** Jerry Wilson, sculptor, will speak about his pottery and sculptures

## Artist Lessons

Vicky Fritz – Wilbraham 596-4062  
Elizabeth Ann Koscher – Ludlow 583-6800  
Joyce Emerle – Hampden 596-2032  
Deborah Padden – Monson 203-6343  
Fran Selva – basket weaving – Wilbraham 596-8668

## Wilbraham Library Shows

September Joyce Emerle  
October Marcia Soja  
November Frank Tencza  
December Natalie Long

## 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)

<http://www.wilbrahamartleague.org/>

Artwork by Caryl MacLeod



To copyright your artwork and protect it from being copied in an unauthorized manner always: Sign your name; make the copyright mark – the c in a circle; write the year that the artwork is completed; and then write your name. A clear coat of varnish or protectant makes it permanent. This can be done in permanent marker or paint.

Congratulations to Caryl MacLeod on her recent decision to become the Wilbraham Art League Vice President.

## Meetings

**Our general meetings are held the second Tuesday of the Month at the rear entrance to the Wilbraham Senior Center in Post Office Park**

*Happy Autumn!*  
*Sherri Montagna, Newsletter*

Caryl MacLeod, Wilbraham watercolorist, will be exhibiting her paintings at the Palmer Library from September 4 to September 30.

Caryl finds inspiration for her paintings from her travels in the Canadian maritime provinces and New England. Her favorite subjects are barns, old houses and lighthouses.

Her paintings have been in juried shows in Springfield and in group shows in Wilbraham, Brimfield and Palmer. The public is invited to attend.

Directions: Rt. 20 Boston Rd. Wilbraham, to Main St. Palmer. Once on Main St., take a left at a the crosswalk traffic signal into the brick Palmer Library.  
Mon.-Thur. 10-8, Fri. 10-5 p.m., Sat. 10-3