

www.pikespeakpastel.org

## Membership meeting

Monday,  
January 26,  
noon

Cottonwood Artists'  
School  
25 Cimino Dr.  
Colorado Springs

It's our annual meeting. You can also pay your \$25 dues for 2009 at the meeting.

### Program

Jill Tristram will tell us how to build and maintain our own web site

## 2009 PPPS exhibits

Hagnauer Gallery at the BAC in Manitou Springs – July, August and September

# The Paper

News of the Pikes Peak Pastel Society

January, 2009

## Letter from the President/Editor:

Dear Pastel Friends:

I'd like to wish you a belated Happy New Year and I hope that 2009 will bring you health and happiness. I'd mention wealth also, but that will take a little extra effort this year!

2008 has certainly been a bumpy road for everyone. But it seems the art market is always the first to tank and the last to recover in any economic downturn. It seemed to have hit a stone wall early last year and I guess it will be quite a while before we see any appreciable improvement. Unfortunately, art is presumed to be a luxury, not a necessity by many people.

But this is not the time for us to give up. In fact we should be re-doubling our efforts to make and promote our art. There is still a market out there. There are buyers who continue to appreciate art, can afford it and want to add to their collections. This was brought home to me by a successful studio exhibit that Allan and I had early in December. I was recently reminded by the owner of one of my galleries that the standards of what buyers expect in return for money spent have never been higher than they are now.

This is a time when we need to be doing the best work possible and not settling for good enough. This is when we need to be pulling old work out of our galleries and bringing in new, fresh paintings. Even though the owner probably moves the work around to different locations within the gallery, astute buyers know what's there and know what's been hanging around for too long.

Now is the time to be renewing our personal marketing efforts. I recently read a little article entitled "The 30 Second Elevator Speech" which was re-printed from something I read a long time ago and I was happy to be reminded of it. We all carry business cards, right? And when someone asks what we do, we say we're artists, right? But with how much enthusiasm? We need to learn to sell ourselves as artists. Prepare a 30 second commercial on our art, practice it and when people ask what we do we can tell them, in detail, what we do and why we do it – with passion! When giving our "commercial" hand them two cards. One for them to keep, the other to give to someone else. The most important thing is to make a positive impression so that people will remember us.

Now, please excuse me. I have to go and prepare my 30 second elevator speech.

Happy painting and fellowship!

Fran

## Making a Better Painting Workshop with Susan Mayfield

Saturday/Sunday, February 28th/March 1st,  
9:30 - 4:30

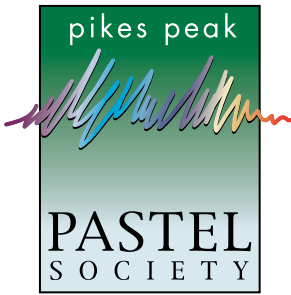
A weekend workshop for pastel, oil, and acrylic painters, exploring ways of making a more dynamic painting. This is a workshop for students with some experience. Make colors pop, develop more interesting compositions, learn to edit and simplify, learn to use values, contrasts, and color temperature to your advantage. Learn to critique your own work. Make your paintings stand out from the crowd wherever you are in your art journey.

Price includes a wine and cheese critique on Sunday afternoon. \$190. Early registration discount...pay in full by January 29, \$170.

Workshop will be held in the artist's studio on the second floor of Verdigris in Salida, CO. Lots of individual instruction. Registration is complete when full payment is received.

Make checks payable to:  
Susan Mayfield, PO Box 506, Salida, CO 81201

For more information:  
email [susanmayfieldart@gmail.com](mailto:susanmayfieldart@gmail.com)  
call 843 327-4193  
visit <http://susanmayfield.blogspot.com/>



[www.pikespeakpastel.org](http://www.pikespeakpastel.org)

# The Paper

News of the Pikes Peak Pastel Society

## Renewing My Creativity

By Sally Mather

We all experience the artistic ups, downs and plateaus. The past year has been one long plateau for me and includes a bit of back sliding. The harder I tried the worse the outcome – how frustrating and demoralizing. It was time to shift gears and lighten up! I allowed myself to step out of the serious “have to produce for the gallery” mode to focusing on playful creativity. My first chore was to begin purging the clutter out of my house and studio. Clutter is stagnant energy and I needed to clear the way for new work and creativity. With that task completed, how does one ignite that childlike passion for creative play? There is a wonderful artist in my community, Carla Sonheim, who just happened to be offering a class on whimsy and creativity (see [www.carlasonheim.com](http://www.carlasonheim.com)). I immediately signed up - 2 hours once a week for five weeks. The class has been fast paced therefore limiting that left

brain interference. She has challenged us to think whimsical and playful, think outside the box, think abstractly and tap into that child’s creative joy to capture the essence of the subject without worrying about accuracy. For a concrete thinker like me, thinking outside the box and abstractly was a bit of a reach. It took a while to let go of being invested in the outcome. The best experiments happen when you can let go of that fear and worry. My favorite exercises were creating colorful “Picasso like” paintings and the monotype. For the monotype we put a blob of ink on the plate, mashed it around with a plastic knife, stopped to see what was emerging and expanded on that idea. What fun. Where has this class taken me? I find that I am more willing to allow play time to experiment, I am looser in my mark making and I am finding joy in being creative once again. And although still a challenge, I finally am able to think outside of local color! (See *Seeing Red*.)

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### Board of Directors

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719-547-0165 (Pueblo)  
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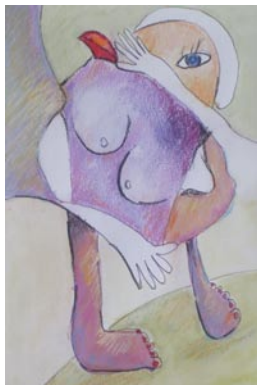
Pikes Peak Pastel Society  
P.O. Box 2443  
Colorado Springs, CO  
80901-2443



*Cat Antics*  
pen, watercolor  
and pastel



*Resting Elephant* monotype



*Kiss My Lips*  
pen, watercolor  
and pastel



*Seeing Red* pastel

# The Paper

News of the Pikes Peak Pastel Society

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## SWOT Analysis

By Fran Dodd

**SWOT** Analysis is something that has been used in business training for about forever. Many of you may be familiar with it – if so, bear with me. If you haven't, it might be something to consider. As artists, we need to think of ourselves as business owners also. **SWOT** analysis helps us to step back and evaluate what we're doing to help or hinder our business as artists.

**SWOT** stands for **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats

**Strengths** – Where do your skills shine? What are your strongest abilities? Portraits? Figures? Still Life? Color? Drawing? A business background? Are you determined, ethical, organized, focused on the long term? Make a list of what you consider to be your best areas and qualities.

**Weaknesses** – Where do you need to improve? Should you be taking workshops? Improving your art techniques? Is your weakness on the business side – self promotion or marketing? Do you procrastinate, lack self-esteem or put social activities before business obligations?

**Opportunities** – Who can you sell to that you haven't sold to yet? Where is your target market? Be on the lookout for new opportunities to display your art, expand your offerings, network with other artists. Do you stay in touch with collectors and galleries through newsletters, invitations to shows?

**Threats** – What roadblocks are in your way as an artist? Do you have the perception that people will feel that you're not established yet and will resist buying your work? Does your self-image need a boost? Do you feel it costs too much money to get ahead – to do business cards, brochures, build a website? Do you feel someone else will steal your ideas? You can probably add more to this list.

So now, you have hopefully identified your strengths and weaknesses. It is helpful to make two columns of each. Ideally you want to improve your strengths, but remember just one weakness can obliterate all your strengths. If you procrastinate, all your strengths will be wiped out! But using **SWOT** will be a tool to help you utilize and promote your art career with clarity and honesty.

As an afterthought.....when I was jurying a show at the Fremont Center for the Arts in Canon City last May, one of the participating artists spoke to Allan. The artist had taken Allan's course on "No More Starving Artists" in which Allan always presents the theory of **SWOT**. Allan asked him how his career was progressing and if he was using the principles of **SWOT**. He responded "Absolutely not, I'm not ready to take any action yet (procrastination) – I just want to paint".

It's so easy for us to bury ourselves in the studio and shut out the world, but if we want to succeed as artists, professionally and economically, we have to ask ourselves the hard questions and act accordingly.

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## PPPS Committees

### Exhibit

Trish Moores, Chair  
Judy Michael Myers  
Jean Houghton  
Pat Geonetta  
Diane Brewner  
Sue Tormoen

### Public Relations/Marketing

George Hart  
Kris Olson  
Sharon Cartwright  
Starr Miller  
Merlyn Jones  
Gary Sillasen

### Membership

Lynn Chapman

### Graphic Design

Judy Steinger

### Communications

Jill Tristram

### Newsletter

Fran Dodd (editor)  
Judy Steinger (publisher)  
Jill Tristram (distribution)

### Jury Panel

Fran Dodd  
Mariya Zvonkovich

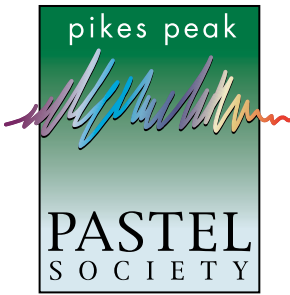
### Historian

Pegi Ballenger

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January, 2009



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## Members' News

Desmond O'Hagan will be presenting a one day workshop at **Sheppard Art Institute** the end of April. More details will be available at a later date.

**Pamela Poll's** painting "Still Life with Dahlias" was accepted into the Richeson 75 Juried Art Exhibition pastel show. A book with all accepted works will be published and the show runs from January 16 to March 5 at the Richeson Art Gallery in Kimberly, WI

**Fran Dodd** will be presenting another 10 week series of classes, "10 Weeks to Higher Creativity" in her studio in Pueblo West. It will run from Thursday, February 26 through Thursday, April 30. 9 a.m. to noon - \$25 per class.

**Fran Dodd** and **Starr Miller** were two of the more than 40 artists who participated in the Piñon Canyon Expansion Opposition Coalition. This project was in support of the ranchers and land owners in the area to oppose the military takeover of their property. After months of plein air painting at various beautiful locations in Southeastern Colorado, the artwork was auctioned off at Standing Sun Gallery in Denver on December 4. It was a great success and every piece was sold.



*Outcropping At Loudens Ranch* by Fran Dodd



*Ridge Line* by Starr Miller

## Things to Ponder While You're Painting

Compiled by Lynn Chapman

- There is a difference between creating and promoting.
- Don't create artwork that you are not excited about.
- Be open to new ideas, though. Growth comes from trying new things.
- Do not promote or exhibit artwork that you are not excited about.
- Don't try to duplicate your own successes. Learn from them and apply what you learned, but don't do the same painting over and over trying to glean more sales. If you have something additional to say about a specific theme or subject then explore that idea until exhausted. If you have nothing new to say, move on.
- Never be content with your current level. Always strive to improve your skills.
- Find markets for your work. Don't alter your work for the market.
- Be selective in which shows, galleries, etc. you choose to exhibit.
- Commissions are difficult. Apply principles 2 and 3 above to determine whether or not to accept a commission. Don't simply say 'no' because the idea is not solely yours. Don't simply say 'yes' to have a guaranteed sale. Consider the request and discuss with the client their expectations and yours. Commissions can be very fulfilling if done in the right way. Be open but selective.
- Keep your prices in line with the market. Some artists over price while some under price their work.
- There are hundreds of marketing techniques and strategies, choose those that work for you.
- Determine what you are trying to say with your art. What is your motivation? Why do you create? Is there a common theme to all of your work (regardless of how diverse it may appear)? This should be what your promotional and marketing strategies are developed around.