



THOMPSON VALLEY ART LEAGUE

429 North Lincoln Avenue ~ Loveland, CO 80537 ~ 970-663-2407

March 2018 Newsletter

- Message from the President
- Our New Director
- National Fine Art Show
- Art in the Park
- March Changeover
- April Board Meeting

Message from the President -- *We have a new director !*

Our extensive and intensive search for a new Gallery Director is over! Thanks to all of you for your references and information on the various candidates.

Lenina Olivas joined us as the Lincoln Gallery Director on, Tuesday March 20. Lenina has a Master of Arts degree in Political Science from the University of Colorado. Her Bachelor of Arts is in Sociology - obtained from the University of Northern Colorado. Lenina has Gallery and small business management experience and has been a Political Science Instructor at Aims Community College. She also has impressive computer skills and experience in using Social Media.

Lenina is an emerging artist -- we have modified her start time on Tuesday (only) to 1pm instead of noon to allow her to attend a painting class. Hours will remain 12p-6p Wednesday-Friday. Shannon will continue to be in the gallery on Saturdays from 12-5.

Please join me in welcoming Lenina. Drop by and introduce yourselves. We are using this opportunity to modify and update many of our processes (so please limit your advice on 'how to do things' as many of the old 'ways' are being updated and streamlined).

For those of you who have signed up for Gallery sitting assignments -- we will contact you -- we want to have Lenina be able to phase into both the Gallery sitting and the back office work, so we might ask some of the sitters to come some mornings. In any case, we will contact you after we establish on a firmer plan with Lenina.

Lenina will be taking vacation for a week in April (she had this planned before she applied for the position). So, it is possible that we might need some of you to help sit the gallery then -- we will let you know.

Thanks to our wonderful membership! Almost everyone has come forward to help in whatever capacity we asked during our transition to a new Director !

- Thanks to all those who graciously volunteered their time to sit the gallery and perform other tasks for the past few weeks!
- Thanks to the past Board who has help with questions and actions as we needed them.
- Shannon continues to cover Saturdays and Night on the Town events -- thanks, Shannon!

I will continue to make changes that will move our organization forward. I will keep you informed of any changes as they take place.

– *Bonnie Stählin*, 2018 TVAL President

New Director

Please join me in welcoming Lenina. Drop by and introduce yourselves.

National Fine Art Show -- Gordon Middleton

Our 2018 National Fine Art Show is underway and open for entries. This is a very important show for both the Lincoln Gallery and all of us as members. Last year's show generated \$5,200 in entry fees and approx. \$700 in sponsorship money. After expenses, the TVAL and the Lincoln Gallery retained approx. \$4,000 in net profit. To clarify, the Gallery would have to generate over \$11,000 in sales to achieve \$4,000 in net profit.

Last year we had 125 people who entered this show from 20 states who were responsible for this profit. Equally if not more important is the exposure and credibility our Gallery receives from such events -- your support for these events is crucial.

We hope that every member will enter this show. For those of you who have never entered a juried show it is a very important step in an artist's growth. It is important (and often humbling) to have your work compared to and judged against other artists'. It provides a basis on which you can compare your efforts and analyze how you may be able to modify your work to be better received by qualified judges.

As with all of our juried shows, we offer an inducement to members by providing a discount coupon, which will reduce the cost of your entries. When you login to **CallForEntry.org**, complete the application process and are ready to checkout, you can enter the coupon **TVAL30** that will reduce your entry cost from \$45 to \$30. This entitles you to submit **up to 3** pieces for this show plus you can enter an additional 3 pieces for \$10 each.

The **CallForEntry.org** website is very user friendly. If you have any questions just click on CAFE HELP in the gray band near the top of the homepage and they will step you through the process. The **call for entry is right now scheduled to close on April 8**, but will probably be extended until the 15th. But don't delay. These deadlines have a way of sneaking up on us. Enter the link below and paste to your browser to be taken directly to the prospectus. Please enter and support the Galleries efforts so that the Gallery may better support you.

Art in the Park -- Olivia Lowe

Art in the Park is officially half full and we still have three more months left to take applications!

We will have a Main Stage this year with both regional and national acts along with performance art by Armando Silva of Greeley.

Crow Hop will be back serving up craft beer and our Food Court has a couple of new vendors including Old Miner Soda Co., makers of homemade root beer served in collector mugs!

April Changeover

April Changeover will be April 6 and 7 .

April Board Meeting

The next TVAL *Board Meeting will be on Thursday, April 5 at 4:30pm at the Gallery.*

2018 TVAL/Lincoln Gallery Board of Directors:

- × Bonnie Stählin, President
- × Pat Saunders-White, Vice President
- × Kathi Kline, Secretary
- × Bonnie Stahlin, Treasurer (Acting)
- × Melanie Hutchinson, Member at Large
- × Kayo Peeler, Member at Large
- × Lenina Olivas, Gallery Director