

January, 2023

President's Letter



Hello Fellow Artists!

Welcome to 2023!! New Beginnings give us the opportunity to assess where we've been and where we want to go. What should we keep? What should we adjust? What should we put away, either for a bit or forever? New beginnings can be scary. There are so many "what ifs?" I find one way to assess is to sit and write down what you did and did not do to meet your goals and plans for the year? What worked and why? What didn't work and why?

When I was head of another art group, at the beginning of each year I sent out a self-assessment set of questions called the Two Step Business Plan. Most of us found it very helpful. What was most surprising about this set of questions was when I looked back at them the next year, I had accomplished SO much more that I thought and many of my goals were achieved. I'm enclosing it here for you. Take your time when you go through this. It isn't a one and done, and though it's coming to you in January, maybe February would be a better time for you to do this exercise. Or even March. Here it is:

Two – Step Business Plan for 2023

What were your accomplishments in 2022? Which one makes you feel most satisfied and fulfilled?

What was your plan for 2022? What parts of it got implemented and which parts got overlooked?

What customer/collector in 2022 contributed the most to your gross profit and which contributed most to your net profit?

What unexpected activities affected your business in a positive way and negative way?

What activities or people drained your time or energy without producing the results you desired?

What time did you spend on business functions (the daily, weekly and monthly tasks of administrations, bookkeeping, research, managing employees or freelancers, marketing, social networking, PR, etc.) and how much was spent on sales and creating new art designs or collections?

What was your bottom line in 2022 compared to 2021, and your plan for 2023?

Business Plan

What from 2022 do you want to keep, eliminate, or change based on your year-end results?

What trends do you expect for 2023 (increase income, more retail exposure, broader brand awareness, etc.)?

Who are your competitors and what can you do, and are willing to do to distinguish yourself from them?

How do you want to expand in 2023 (sales, profits, employees, art, target audiences)?

I hope this is useful. Have a great January,
Lizz

CALENDAR

MEETINGS

Meeting: WPW Board Meeting

DATE: Thursday January 5, 2023

TIME: 1:00 p.m.

WHERE: ZOOM

All members are welcome to attend. To RSVP and get the Zoom link for the meeting, contact Lizz Tucker at president@womenpainterswest.org

Meeting: General Meeting

Date: Thursday,, January 12, 2023

Time: 1:00 PM

Place: Zoom

FEE: \$10.00 (Payment link - <https://womenpainterswest.org/payments/>) USE A CREDIT CARD, Zelle or PAYPAL a Your receipt will show on credit card statement or in your Paypal account.

Speaker is Margaret Danielak. <http://www.danielakfineart.com>

January 12, at our meeting the Speaker is Margaret Danielak. She will be speaking about the Art of Selling .



Ms. Danielak and her company are based in Pasadena. Danielak Fine Art is an innovative art sales and consulting services company which specializes in producing art-related events in alternative venues. Ms Danielak founded the company in 2000, and she is the author of *A Gallery without Walls: Selling Art In Alternative Venues* (ArtNetwork Press).

She advises collectors and artists alike and conducts museum tours focusing on women made art. Clients include California Art Club, the Southern California Women's Caucus for Art (SCWCA), La Galeria Gitana, the San Diego Fine Art Society, Ave 50 Studio, among others.

She holds a B.A. in History from University of California at Berkeley and was a Producer Fellow at the American Film Institute.

Please visit her website for an amazing array of art that she has curated and represents.
www.danielakfineart.com

PLEASE MARK YOUR CALENDARS FOR THE UPCOMING EVENTS:

Winter Meet Up: This is scheduled for Sunday, January 15, 2023 from 2-4 pm Hosted at the home of Mardi Georgio i25602 Oak Meadow, Dr. Valencia, CA Please see flyer that was previously sent and sign up. It will be great to see you there. Cost is \$5. which you can pay on our [Payments page](#) on our website.

Spring Meet Up: This is scheduled for Sunday April 23, 2023 from 2-4 pm at the home of Bonny Butler in Oxnard, Ca. At these events, members are invited to bring a work of theirs and we can talk about what we are doing. They may last about 2 hours, and refreshments are served.

California Heritage Museum in person Portrait Show exhibit opening January 21, 2023. There will be an opening show reception will take place on that Saturday, late afternoon, either 3-5 pm or 4-6 pm, to be determined by the Museum. California Heritage Museum is

located at 2612 Main Street, Santa Monica 90405.

UPCOMING MEETINGS - Mark your calendar

February 9, our speaker will be Keiko Tanabe. She will present a demonstration of watercolor techniques.

March 9, the speaker will be Rebecca Woodward with the presentation of Finding Your Art Passion.

EXHIBITION INFORMATION:

MORE BRAND SHOW INFO.....

Eva Andry put together a beautiful book highlighting the 100 Anniversary show at the Brand. It is a beautifully bound book with photos of everyone and their work. A copy of this book is available for purchase. The cost is \$50.00 which includes the book being mailed to you. If you would like a copy, please send a check payable to Eva Andry at 1026 Amorosa Place, Venice, Ca 90291.

FUTURE EXHIBITIONS

January 21, 2023 through April 30, 2022 will be the "Portrait Show" at the California Heritage Museum in Santa Monica. This is a wonderful show that is curated and juried by the Museum.

Spring Show will take place on-line. This is a WPW member only show. The theme is "**MEMORIES**". Art submissions are due by March 5, 2023. Notifications will be Saturday March 11, 2023, and the Show will open Sunday March 19, 2023. A virtual reception will be on Sunday March 19 at 3:00 p.m. The juror is Joe A. Oakes. Info and Prospectus is below and on our website. Submissions are through [Online Juried Shows](#).

[Click Here to get the Prospectus](#)

UNIQUE OPPORTUNITY INVITATIONAL IN TOKYO, JAPAN

Julienne Johnson, a WPW member, would like to give the WPW Members an opportunity to submit to an Invitation only International Museum Opportunity, at the Tokyo Metropolitan Art Museum in June, 2023.

Name of Show: USA Exhibition, the 22nd Japan International Art Exchange Exhibition.

Dates: June 15 th – 20 th, 2023

Deadline for Submissions: January 14th, 2023 Submission Fee: \$50

Please contact Ilana Dashe at office4jjcuratorial@gmail.com for any questions.

EXHIBITION SPACE REQUEST: ANY MEMBERS WHO HAVE CONTACTS FOR GALLERY/EXHIBITION SPACE PLEASE CONTACT DIANE KARPEI, EXHIBITION CHAIR. We have to have 3 shows a year due to our bylaws. Many spaces have closed. This would be very helpful for the entire group. It can be office space or store front, restaurant, etc any connections that you have.

Thank you,

Diane Karpel 818-388-7770 and jdkarpel@aol.com.

ONLINE EXHIBITIONS are ongoing

View these exhibits on the Online Gallery page of our website

<https://womenpainterswest.org/gallery/>.

Scroll down the Gallery page to see each of these exhibitions

THE ART OF COPING

PICTURE IT – JUSTICE FOR ALL

HOPE SPRINGS ETERNAL

CALIFORNIA STRONG

BEAUTY OF EVERYDAY THINGS

INSPIRATION POINT

WHAT NOW?

100 ANNIVERSARY SHOW & SELF PORTRAITS FROM THE FEATURED ARTISTS

MEMBERSHIP INFORMATION

MEMBER REMINDER: PLEASE VOLUNTEER! WPW supports your endeavors, and WPW needs your support too. For new members your entrance into our illustrious group includes some volunteer time to assist us in many ways. If you have computer skills, are able to provide support to members that need help with navigating technology, please reach out. If you need assistance or would like to assist, please contact Lizz Tucker at lizztuck@gmail.com.

MEMBERS NEWS

Members' News should be sent by the 14th of the month to Nancy Lawrence at tearmyartout@mac.com.

Nancy Goodman Lawrence's mixed media painting, "Myth, Muse and Metaphor #8," was juried by MoCA's Rebecca Lowery into the Los Angeles Art Association's **2022 Open Show**, which runs from Dec. 10 to Jan. 13.

ART BOOK CLUB: If you are interested in reading and having a wonderful discussion about art books, join us. Meetings on the third Thursday of the month. January meeting will be IN PERSON AT THE HOME OF LUCY McCOY in Encino. Contact Rea Nagle at reanagel@mac.com, or call her at 818-908-5919 for questions and the book selection. This month's selection for meeting January 19, at 1:00 p.m. Picasso's War: How Modern Art Came to America, Hugh Eakin. PLEASE RSVP TO LUCY at lucymccoy1@gmail.com. By January 13, 2023

OTHER OPPORTUNITES AND INTERESTING INFORMATION

The WPW Newsletter will be posting interesting news links, podcasts, and classes to enlighten our members. If you have any special links, blogs or podcasts you would like to share with your WPW members please send them on to me: alex.lavan5@gmail.com

Please check out some interesting Artist Podcasts: "All About Art" with Alexandra Steinacker Clark, "Great Women Artists Podcast" with Katy Hessel, "The Artists Contemporary Podcast" with Anna Woodward, "Artfully Podcast" with Elizabeth Power and Jessica Hilcox, "ArtParty Podcast" with Andrew Russeth of ARTnews and Jamie Sterns, "In Other Words" with Art Agency Partners, "Creativity School" with Grace Chon.

Some great and interesting websites to visit and sign up for are: www.thisiscolossal.com, www.mymodernmet.com, www.artnews.com, <https://www.artandobject.com/>. At www.makeuseof.com you can research how to turn your images into Paint-By-Number Templates.

Blog Post of Robert and Sara Genn has a Twice-Weekly Letter that has a link to this site that lists all kinds of things including a sounding board as to how art galleries treat their artists. This is interesting and helpful. <https://howsmyleading.com/category/galleries/>.

PBS has their new season of Artbound. Their profiles are very interesting and topical. Lizz favorite to check out is <https://www.jacksonsart.com/blog/2021/04/22/art-podcasts-our->

[favourites-this-spring/?mc_cid=7f1eb204c8&mc_eid=efd9f379ab](https://www.facebook.com/groups/49019849628).

Also <https://clarkhulingsfoundation.org/listen/classical-skills-for-modern-art-careers-mandy-theis/> This features the director of the the Florence Academy of Art where Lizz is getting her masters.

WPW FACEBOOK Page

You can link. <https://www.facebook.com/groups/49019849628>. To receive notifications, ask to Join. The FB administrator will add your name as a Facebook Page member

WPW has an INSTAGRAM Page.

<https://www.instagram.com/womenpainterswest/> Include the hashtag #womenpainterswest in your posts on your Instagram account. Send your images to Annie Clavel annie.clavel@gmail.com.

Keep WPW in Your Loop

Change in email address? Please send an email to news@womenpainterswest.org



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