



What's Happening in the PAPJC – August 2011

Starting with this email, I'll be sending out a monthly What's Happening letter to let you know what will be happening at the PAPJC in the coming months. Normally this letter will be less than a printed page, but so much is going on right now that you need to know about! So this letter is a bit longer.

Before getting to what's new, I want to thank Joe Bergholm, President Emeritus, for all his work on the group's behalf. For two years, Joe ensured that we had well-appointed painting locations every week. He arranged for us to hold our annual show at the Middletown Arts Center, interfaced with MAC staff, engineered the hangings, created a unique and wonderful slide show featuring members' work, and arranged to have it playing at MAC before and during our show. Joe has always had an encouraging word for our painters, reached out to new members, and strengthened our ties with the Monmouth County parks. We're looking forward to seeing all the new work he produces now that he has some free time!

I'd also like to thank all of the volunteers who helped put on our shows last year. We simply couldn't have had such a successful year without your dedicated help with hospitality, postcard distribution, and hanging. Between the River Views and annual show last year, 19 artists sold 42 paintings. These artists earned \$18,538 net of commissions, sales tax, and contributions to charity. In addition, we raised \$9,914 for charity. Quite an accomplishment in this economy!

As I mentioned at the annual meeting last April, we have been listening to what you told us could be better, and the PAPJC steering committee has been working non-stop since then to implement improvements for our 2011-2012 season. We are making a number of significant changes, some of which are described below.

- We have completely **re-designed the PAPJC website** to make it easier to navigate and update. This will help potential buyers, sponsors, and the press follow our upcoming events and explore the work of our individual artists. It also allows our members to find out about group activities and other opportunities faster. In addition, we've added some new features we think you'll like. The new implementation will be ready in early September.
- We began meeting with the Riverview Medical Center Auxiliary in May to ensure that we have an even more successful gala next year. The next show is tentatively scheduled for September 2012. Although we don't have a title for the show yet, the theme will relate to what people enjoy doing on their days off.
- We have begun planning our first **semi-annual Paint Aways**. These are intended to be two full, consecutive days of painting, with socializing in the evening. We are thinking about locations that are within 2 hours of the Red Bank area. Come for one day or be there for both days. Travel back home or stay overnight on site. Your choice. These dates will be in addition to our Monday painting sessions. We hope to have the first one in place in October, so stay tuned for more details!
- In order to retain our most accomplished plein air painters, we have put a **Signature Membership** in place. We hope this step, plus other changes, will encourage our most highly skilled plein air artists to keep painting and exhibiting with us. Our first set of signature members have been selected and will be announced at the next All Members meeting. Be sure to keep your artists' page on the PAPJC website up to date, since every six months we'll review those looking for new signature member candidates. We will be looking specifically for commitment to and accomplishment in painting *en plein air*.
- We are trying something entirely new with **this year's annual show**. These changes are all being done to increase show attendance and sales. We have an excellent group of painters, and we want this exhibit to attract and excite all those potential buyers out there!

- Since we are a plein air painting group and have a mission to encourage the appreciation of plein air painting, we have decided that our annual show should once again focus on plein air paintings. Therefore, paintings submitted to this show must have been started outside, in the scene that is being painted. They may be completed in the studio.
- Marge Levine, Judy Stach and I comprise the Selection Committee for this show.
- To encourage artists to submit their best work and to exploit another PR angle – juried shows attract more attendees than non-juried shows -- the annual show will be juried. The Selection Committee will consist of Marge Levine, Judy Stach, and myself. Our goal is to have every member represented the show with one or more paintings. Ribbons will be awarded in two divisions: Signature Member and Artist Member. The judge will be Jane McGraw-Teubner, an award-winning plein air painter. To view her work, go to www.janemcgraw-teubner.com.
- In the last two annual shows, most purchases occurred in the first month, so the exhibit has been shortened to one month. It will be held in November. This means your best paintings will be tied up for a shorter period of time, when there is an increased chance for selling.
- Since most painting that sold at the last two annual shows were \$300 or less -- and to capitalize on holiday gift buying – we are limiting the size of paintings in the gallery to “Small Works,” which are defined as paintings with an outside frame perimeter of 72” or less. There is no upper limit on the price you can charge.
- The side hallway will still be used for a limited number of Large Works, which are framed paintings with an outside frame perimeter between 96” and 150”. These works may be studio pieces, preferably based on plein air studies or sketches.
- The show fee will be based on the number of paintings each artist submits. Submissions will be limited to 4 Small Works and/or 2 Large Works per artist. Fees will be listed in the show prospectus but are roughly comparable to last year’s fees.
- Marge will oversee the hanging. Small Works in the gallery will be hung gallery style: one up, one down. Large Works will be hung in the side hallway, just like last year. This will give the show a more professional look.
- We are working on a “hook” for the show that will interest the press. Focusing the show on juried plein air paintings will help in this regard, but we are looking for an additional activity or angle that will create a buzz and increase show attendance and sales.
- To provide a larger budget for advertising, the reception will be wine and cheese only.
- We are planning for paid advertising for the show in addition to stepped-up PR activities.
- Details about the show will be posted in a prospectus on our new website in September. The due date for submissions will be Oct. 17th.

Before closing, I want to thank our Steering Committee members: Marge Levine, Nessa Morse, Pratima Rao, Judy Stach, and Marg Vail for all their hard work in putting these changes in place. I also want to thank my husband, Jay Petersen, who is implementing our new website. Without their dedication, none of these wonderful changes would happen!

The next All Members meeting is scheduled for **Tuesday, September 6th, from 9-Noon**. We’ll be giving you more details on our upcoming shows and asking for your input on what’s happening and what’s being planned. The meeting will be held at Judy Stach’s home, which is located at 15 Alwin Terrace in Little Silver. (Alwin Terrace is a private gravel road on the south side of Silverside Ave, two blocks before Silverside T’s at 7 Bridges Rd.) We hope to see you there!

Candace Petersen
 President, Plein Air Painters of the Jersey Coast
Candace@plainairjerseycoast.com