



What's Happening in the PAPJC November 2011

The PAPJC certainly has had a busy few weeks! Our member show, "A Breath of Plein Air," is in full swing at the Middletown Arts Center, and a steady stream of visitors are coming through to view the paintings. Now that the lighting situation is under control, I'm able to give you an idea of the great press coverage we are getting!

The Middletown Arts Center PR specialist Jennifer Watson has done an outstanding job getting the word out about our show, including a listing in the arts calendar of the New York Times (with one of Judy Stach's paintings featured!), a listing on [Middletown Patch](#), a short interview on "Spotlight NJ" on Cablevision's News 12, as well as listings on the MAC's website and in their weekly newsletter. Pratima Rao's press release was picked up by several local weekly newspapers, including the Atlanticville, [The Independent](#), and the [Atlantic Highlands Herald](#). Maureen Bonney negotiated prices and arranged for listing and ad placements in the Asbury Park Press and the The Link. Judy and I worked together to place a quarter page color ad in the 11/11 issue of the Two River Times. This latter ad was a reprise of the one that appeared in *Plein Air Magazine* in September. And thanks to all of you who helped us place posters and sent out postcards!

I also want to make you aware of some upcoming demos that have been scheduled for the gallery. (Rae O'Shea already did a demo for adults on 11/5, and Marge Levine did one on 11/12.) The upcoming demos are:

- Friday, 11/18, 4-5 p.m. Marge Levine and Catherine Love (for middle school kids)
- Monday, 11/21, 7-8 p.m. Judy Stach (for families)

Also, if you have friends or family with grammar or middle school children who will be visiting the show, make sure they know about the activity sheets that Marg Vail and JoAnn Jordan created for kids. These are designed to get the kids to look carefully and think about the paintings they see in the show.

Some other things of note:

- Our first Paint Away was great fun. The Stockton area was beautiful and we had fun touring a new area, painting, eating!!, and getting to know each other better. If you couldn't be there, check out the photos on our [website](#) at Events>Past Events.
- Our first Monthly Outing is scheduled for Saturday, December 10 from 12:30-3:30 pm at Sandy Hook. The rain/snow date is Sunday, Dec. 11 from 12:30-3:30 pm. Sandy Hook can be quite cold this time of year, so plan to bundle up! We'll meet at the parking lot directly across from Horseshoe Cove – the one just after the lot labeled "Horseshoe Cove Parking Lot." Get there between 12:30 & 1:00 if you want to know about the best (and warmest!) places to paint and where the bathrooms are. For more information about Sandy Hook, check out the links on our [website](#) under Weekly Outings > Schedule.

Remember, our reception is this coming Saturday, November 19, from 7-9 pm. We'll be announcing the winning paintings at that time. Because the show is so large with such a strong body of work, we had our juror select a total of nine prizewinners: 7 for small works and 2 for large works. Joe Parascand is going to play his wonderful trumpet for us again this year. So come, meet potential buyers, celebrate a wonderful show, and share in the fun!

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