

A Note From the Pres

UCA President, Kathleen Perelka

News From UpCountry Artists

Note from Editor

Hello all!

The web site will be used to introduce this organization to the business community, as a membership recruitment tool, and for all events we participate in including our biggest fundraiser, The Sugarloaf Art Show. All ads we place, posters and rack cards we distribute include the web site. It's an efficient, free tool at your disposal. Christy also posts member info to Facebook and Twitter. This is a benefit provided to you as a member of UCA. USE IT.

Our next meeting will be held March 16 at 10am in Kingfield. our next newsletter will be published in April. It will include an application for The Sugarloaf Art Show.

Claudia Diller

www.UpcountryArtist.com

Welcome all members!

Every Upcountry Artist member is invited to have a page on our website. If you haven't visited yet, please do! While the site has a general format in place, beyond that the page is yours. Let us help promote you and your work!

What we need from you:

- 1. Contact Information** (whatever you're comfortable with) Including: email, phone, address, website
- 2. Artist Statement**
- 3. Social Platforms** - Facebook/Instagram/Pinterest, etc.
- 4. 2018 Shows & Exhibit Schedule / Open Studio Dates**
- 5. Sales Information** - galleries, stores etc.
- 6. Images** - 1 meg is ideal or less are easiest to mail and use.
- 7. Key Words** - terms you use to describe your work for search engines)

We're also on Facebook @UpcountryArtists - Follow and share with your friends! Send your info to: claudia@claudiadiller.com. We're looking forward to working together. Here's to a great 2018!

Upcountry artists stated mission is - **to encourage, support, and develop visual literacy, and performing arts, artists and public art awareness, primarily through education, in inland, central, and western Maine.**

I feel I need to restate our mission as we face a new year. It helps us remember where we've been and where we're going. The emphasis is on education, but education comes in many forms. When we man our booths at the Sugarloaf Art Show or any other show, we the artists need to educate our visitors, whether they buy or not. When people really understand the process you use in creating your art, they are more interested, educated and also much more apt to buy your art. And they go away feeling like they've viewed something of value. We are building our own future as artists here.

The Sugarloaf Show was very successful this year. Thank you Karen for your many hours before, during and after the show. I know Karen's report will spell out the dollar amounts but she won't say is that all of her time, energy and effort are totally donated. She made many trips up to the mountain during August, September and October before and after the show. As a result, we have a contract for at least the next two years. And yes, the skylights will

be uncovered!

Thanks to Claudia, your graphic talents served us all extremely well. And again, all totally donated. Our posters were so beautiful, people wanted to buy them! Our rack cards flew out of the Maine Center for Craft because they were beautiful and people wanted to see what this show was about.

I've had at 10 really good artists who want to participate at the show next year because they've heard such great things about us. As a result, we have adopted a standards policy. Because, we have limited space and our show is going up in demand, we voted in a policy which reads "All vendors MUST DISPLAY AND SELL ONLY THEIR OWN ORIGINAL WORK. We do not allow imports, kits or items made from kits." If your work is marginal, remember that the show on the upper level during Homecoming is for commercial sellers.

And also, a big thank you to Christy Whitmore for her hours and hours of creating our new website. We had to fight with Christy to get her to accept any funding. We all have an opportunity to recoup monetarily somewhat through sales, Christy does not. So thank you Christy, we do appreciate your efforts!

We brought back the raffle this year. The younger kids loved it. It made them look a little harder than they normally do. Hopefully they'll want to come back next year and bring their parents with them. The raffle was very successful; we ended up with \$765 to put towards scholarships. We've decided that this scholarship money should go to high school kids who want to go to Haystack. We have enough to send five students who are really art/craft minded to experience high quality workshops. We are sending them in honor of Craig Wratten, Nancy Trider and Marni Lawson, all UCA members who have passed. We will do the raffle in the same way next year; it was the easiest way to manage it, and had the best results.

Lastly, with help from Roger Basaillion we've come up with an easier and effective way to deal with the regular scholarship piece. Roger and I agreed that MECA is an outstanding art school. I've had several conversations with the registrar's office and dean of students at MECA. We are in the process of tracking students from northwestern Maine who are excellent students and in need of financial aid. Personal meetings will follow before any checks are cut. But there are four students whom meet our criteria. One really nice benefit is, if they've gotten into MECA they have already produced a pretty amazing portfolio.

In Memory

Nancy L. Trider (Bryant)

Auburn— Nancy L. Trider, 80, a resident of North Road, Leeds attended school in Leeds and was a 1952 graduate of Leavitt Institute in Turner; she continued her education at Mount Ida College in Newton, Massachusetts and Auburn Maine School of Commerce. She worked as a medical secretary as well as being a wonderful wife and mother. Nancy was a distinguished artist in Maine and throughout New England. Trider died on November 3, 2015 in Auburn, Maine.

Craig Charles Wratten

Winslow - Craig Charles Wratten was born in Batavia, New York. He graduated from Bethany College in West Virginia in 1960 summa cum laude, University of Wisconsin with a M.S. and Ph.D. in Biochemistry in 1965, and post-doctoral research at the Institute of Molecular Biology at Florida State University. Craig taught in the Biochemistry Department at the University of Maine at Orono and attended The University of Connecticut to earn his B.S. in Pharmacy, magna cum laude.

He was a pharmacist for 25 years. After his retirement, Craig embraced his passion of photography. His photographs are found in 39 states and seven countries.

Kathleen "Kitty" Cole Jones

Auburn - Kitty graduated from Sanford High School, studied nursing at Central Maine General Hospital (now CMMC), attended the UMF and attended three years at the Maine College of Art in Portland.

"Her true passion and life's work was her art," said her daughter, Karen Moody.

Kitty exhibited her paintings at art shows throughout the state. Her work captured Maine scenes from Cape Elizabeth to Lubec. She was a member of UpCountry Artists and High Peaks Artisans.

Submit Image for 2018 Poster

UCA is offering \$500 for the image used for Art Show

UCA will be offering a high quality, limited edition, 18 x 24 poster this year for the Sugarloaf Art Show. The art show will be held Columbus weekend in October, 2018. UCA will award \$500 to the artist whose piece is chosen for the poster.

The submitted piece will be chosen by the UCA Board, and should represent the foothills and/or mountains of Maine, and the time of year the art show takes place, fall.

Each artist may submit up to three images for consideration. The original art chosen will be scanned for reproduction and returned to the artist immediately. The posters will be sold at the art show and on our web site.

Submissions should be sent to Mary Beth Morrison: mbkartist312@gmail.com or snailmail Braided Stream Studio, New Sharon, ME 04955 and **received no later than June 1, 2018.** For more information, check our website.

Sugarloaf Art Show Report

Karen Campbell

On October 7th and 8th I had the pleasure of directing the 30th Annual UpCountry Artists Homecoming Show. For the most part participating artists were happy, and the customers were glad to see new artists and their work.

A total of 47 artists participated, 10 of whom were new to the show. Our newly formed show committee organized, advertised, and filled the show at the last minute, jumping through the hurdles of lost passwords, missing signage, and website issues to get through the event. The show survived in tact and relatively unscathed! We are glad for the extra 11 months of planning for the 2018 show scheduled for October 6th and 7th.

We expect the show will fill and have a waiting list early on, so send your applications back when they come out this spring in our April newsletter.

Artists income stats for 2017 Sugarloaf Art Show are as follows: \$500 and under - 6, \$500-\$1000 - 18, \$1000-\$1500 - 6, \$1500-\$2000 - 5, \$2000-\$3000 - 8, Over \$3000 - 3

Thank you for this opportunity to direct the Sugarloaf Art Show. We are looking forward to a fabulous show in 2018.

President: Kathleen Perelka
Vice President: Karen Campbell
Secretary: Vera Johnson
Treasurer: Paula Wade
Board members: Mardy Bogar, Scott Perry, Joe Gambini, Fred O Smith, Christy Whitmore, Claudia Diller, Lucia Swallow, Nora West, and Janice Norton. Membership: 115



UpCountry Meeting Notes

Held December 8, 2017 at 10:00 am

The last meeting in 2017 was held at the home of Christy Whitmore in Starks, Maine. Attending were Kathleen Perelka, Mary Beth Morrison, Joe Ray, Paula Wade, Christy Whitmore, and Fred O. Smith.

Non Discrimination Policy Adopted

The first order of business was the adoption by UCA of a non discrimination policy. The following policy was suggested by UCA president Kathleen Perelka, and unanimously approved by those present:

Any individual who supports its purposes be a member of UpCountry Artists. UpCountry Artists does not discriminate on the basis of race, ethnicity, gender, sexual orientation, disability, national origin, political affiliation or religious beliefs.

New Fine Arts and Crafts Standards Set For Sugarloaf Art Show

Discussion was held regarding adopting new guidelines for the Sugarloaf Art Show and led to the adoption of the following policy:

All vendors must display and sell only their own original work. We do not allow imports, kits or items made from kits.

A motion was made by Fred O. Smith to adopt the new policy and seconded by Claudia Diller.

It was also mentioned that Maine State Sales Tax information should be included in the show application which is sent out in April of every year.

2017 Sugarloaf Art Show Results

Karen Campbell was unable to make the meeting to give a full report. The

full report is therefore presented in this newsletter on page 2.

Treasurer's Report

The treasurer's report for October and November 2017 is as follows:

October 2017

Deposits total	\$4428.58
Payments	\$710.32
included reimbursements for advertising for the Sugarloaf Art Show and the US Postal Service Box rented by UCA.	
Ending Balance	\$20,0263.84

November 2017

Deposits total	\$69.00
Payments	\$2645
included Sugarloaf Art Show advertising and payment to Sugarloaf for rental of Base Lodge for the Sugarloaf Art Show	
Ending balance	\$17650.22

Sugarloaf Art Show

Total Show and Membership Fees for 2017-18	\$4225.00
Total Show and Membership Fees for 2016-17	\$4360.00
5% of sales for 2016	\$2283.62

Raffle Results

On top of earnings from a 5% donation made by participating artists of work sold at the show, UCA raised \$768.00 from a raffle held during the Sugarloaf Art Show. Tickets were sold by participating artists. Two scholarships will be awarded to high school students hoping to pursue a career in the arts. The remaining money will be used to send five high school students to a long weekend workshop at the Haystack School.

Web Site

Christy Whitmore, who has re-designed the UCA website requested that members please submit their information to her. All members will

NEXT MEETING

Friday, March 16, 2018 at 10:00 am at Claudia Diller's home in Kingfield, Maine • 37 Riverside Street • Call 207.874.0292 for directions

have their own page designed by Whitmore which will include links to artist's websites. For those of you who have visited our web site, please check it out. We will use it to help promote your work in upcoming campaigns.

Scholarship information

Scholarship info will be put on our website as a reference for members and schools, etc. We will also post an application for high school students hoping to further their education in the arts, and an application for the Haystack scholarship.

Maine Crafts Exhibit

UCA may have an opportunity to display information, as well as some artwork at the Maine Center For Craft off the Maine Turnpike in Gardiner. More to come about that in future newsletters.

Sugarloaf Art Show Poster

UCA will award \$500 to a member who's art will be used on a poster for the 2018 show and used in materials to promote the show. The image must reflect the western foothills and/or mountains in a fall motif. Artist may submit three good images for consideration. Deadline to submit images for this year's poster is June 1, 2018. See poster info on page 2.

Information Piece

UCA will develop a general information piece to distribute in the business community, info centers promoting our website and those artist members on the website.

The meeting was adjourned at noon.

- Claudia Diller