



# Newsprint

## Letter from our new UCA President

Kathleen Perelka

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."

Having just been elected president on August 9th and the Sugarloaf show rapidly approaching, I had to hit the floor running. It has been great! People have stepped up to the plate and have been energetic and supportive. Without Karen Campbell, Claudia Diller, Christy Whitmore, and Fred O. Smith, I'd still be at a standstill!

Karen has willingly taken over the organizing for the Upcountry Artists Sugarloaf Homecoming Show. This

is our biggest fundraiser, and for many of our members, me included, a really good show monetarily. She is the go-to person for anything related to the show. Get your applications sent in to Karen Campbell at 2004 Old Huse Road, Carrabassett Valley, ME 04947. She will also be doing the layout for the show and will be highly visible during and after the show. Feel free with compliments, she'll deserve them!!

Claudia has been amazing with designing ad materials. It seems a long ways off till the 8th of October but almost all ad materials need to be in by mid August, so we've really had to scramble. The Down East Magazine ad, rack cards for Maine Center for Craft, posters which are everywhere, the ad in the Irregular, the ad in the Sugarloaf Ski Club newsletter are all credited to Claudia. We've really increased the amount of advertising in hopes to draw people to the art show. With more people, more exposure, more education about what and how we do art and hopefully we will generate many more sales! And that's good for all of us.

Christy Whitmore is new to almost all of you. She did the Wesarts OpenStudio website and then just kept going with promoting central Maine artists. When I asked her if she'd do the same for UpCountry Artists, she immediately went to work. She became a member, a board member and our website director all in one fell swoop. My experience with Christy is, ask one day for something and see it the next day completely done. She's not only enthusiastic, she works!!! She's looking to represent all UpCountry Artists on the website with first priority given to artists participating in the show. I'm sure all of you can see the logic in that, but don't forget to connect with her and get your information to her.

Next is the scholarship piece. That will be my responsibility. It has been past practice to award two scholarships yearly to students going on to further their art training. Soon after schools open, I'll be traveling to

the three high schools in Franklin County to meet with guidance councilors, art teachers and art students.

As part of the scholarship program, I would like to see UCA reinstate the old ART RAFFLE program, where each artist assigned a "WIN ME" piece that folks buy tickets for and the proceeds are split between the artist and the scholarship fund. I am planning to ask scholarship hopefuls to participate in the selling, collecting and drawing for the winner, and also to help in any other way they can i.e., help us old geezers load up our wagons to head home Sunday night!

If possible and funds allow, I would like to see us increase the number of scholarships and the amount of each scholarship. I would also like to see us broaden the scope of our scholarships. High quality craftsmen are also artists.

Over the next few months, we will be developing a budget to share with you via newsletter and email. It will include: advertising, scholarships for on-going art students, rent for the Sugarloaf show, educational programming, and public awareness outreach.

Our annual meeting is set for Sunday October 8th at 8am in the Sugarloaf Hotel. We will have coffee, muffins and fruit for you there. The meeting will end no later than 9:00 am so that we can hurry back to man our booths.

If you are a past or future member, please become members of Upcountry Artists. For a \$25 membership you will receive a quarterly newsletter delivered to your mailbox, which has information about events going on throughout the state, and news about past, present and current members. Part of that money will also be used to fund new opportunities for kids and adults in art related educational

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**The UCA  
Annual Meeting  
will be held in  
the upstairs  
conference room  
at the Sugarloaf  
Hotel, Sunday,  
October 8 at  
8:00 am  
before the art  
show opens.**

**All members  
are encouraged  
to attend.**

## Note from the Editor

Upcountry Artists is experiencing a renaissance of sorts. We have some new ideas, a new look, and a new and more dynamic working web site.

The board has decided to publish our newsletter as a more in-depth quarterly. It will be a report of all that is happening within the organization from the bottom up. It's critical that you send us your current information to stay informed, connected and a contributing member of the new and exciting changes that will be occurring. Please check out our new web site, and **LIKE** us on Facebook for the latest news.

A notice will be sent by email alerting you when to expect our next issue of this newsletter should you have something you would like added. Suggestions are welcome - [claudia@claudiadiller.com](mailto:claudia@claudiadiller.com). Applications for membership are on our web site.

Claudia Diller



President: Kathleen Perelka  
Vice President: Karen Campbell  
Secretary: Vera Johnson  
Treasurer: Paula Wade

Board members Mardy Bogar,  
Scott Perry, Joe Gambini,  
Fred O Smith, ChristyWhitmore,  
Claudia Diller, Lucia Swallow,  
Nora West, and Janice Norton.

Membership: 115

## A Big Push in Marketing For this year's 2017 Sugarloaf Art Show

For all of our members who have not sent in their applications for the Sugarloaf Art Show, please do asap. Karen is going to be making up a floor plan and needs a final count.

There is still space available for newcomers - applications are available on our web site. UCA has

upped the marketing on this show and expects a good turnout, so if you have not given it a try, this is the year to do it. We have an ad in Down East Magazine, newspaper articles, posters, rack cards at info centers, signage at Sugarloaf, and are promoting on social media with our Facebook page and web site.

## New Web Site & Facebook Pages

Go take a look at them! We're are so excited. Our web site promises to be a hard working platform for all of our members. Having enlisted the help of web jedi master Christy Whitmore, UCA has taken us in to the future. We plan to use it and all social media available to us to make our presence known in the state of Maine and beyond.

### A Guide to help you

For members, returning and new, below is a guide to help Christy help you to create your own page on our web site. This information is also on our web site for your convenience. And remember to help us keep it current. We plan to spread the word and this web site is our biggest and most important tool.

### Web Images

I meg is ideal or less are easiest to mail and use. If you want to send thumb drives that's fine too . I also use Google Drive where members can upload images if that's preferred. If sizing images is an issue for folks not terribly technical Christy can work around that too.

### Artist statements

This is not just a description of your work.

Expand your info to include personal or interesting factoids about yourself. If you are engaging, the pages will feel more welcoming.

### Contact Information

This can be whatever you're comfortable with including email, phone, mailing address and website

### Social Platforms

If you have pages on Facebook/Instagram/Pinterest, etc., include that in your information.

### Shows & Exhibit Schedule

Keep this current. It's a great resource.

### Sales

Include your online platforms - Etsy, and the like, as well as galleries/stores where people can see and buy more of your work.

### Keep your email current

Your current email address will also help us stay in touch with you electronically with news and information you may find helpful year-round. So make sure you keep us informed of any changes.

## Marni Lawson 1949-2017

Marni Mae Lawson, 68, a longtime member of UCA, died this past August 19, 2017. She pursued her watercolor art full-time in 1985 in Temple, Maine, painting seascapes, landscapes and "great escapes." Her paintings are in private homes all over the East Coast and in China.

She was a wonderful friend to many of us, as well as a great teacher. Marni was

outspoken about her courageous fight with cancer and expressed it in her writing and her artwork. She loved to paint and loved to sail with her husband, children and grandchildren. She was an inspiration to us all, and a loving, caring person who will be missed by UCA.

In lieu of flowers, donations in Marni's name may be made to a cancer research organization of your choice.

# UCA Begins an Active New Era

## Notes from August 9, 2017 Board Meeting

Mary Beth Morrison



**Attendance:** Scott Perry, M.B. Morrison, Joseph Ray, Fred O. Smith, Leon Gin, Karen Campbell, Marcia Baker, Claudia Diller, Kathy Perelka

**Treasurer Report:** Paula Wade reports that the UCA financial profile is as reported for June, except for a Post Office Box payment of \$88. paid in July.

### Sugarloaf Show discussion:

Advertising: There is an ad running in Down East Magazine, the Sugarloaf website, posters and rack cards are in circulation, and newspaper write-ups have been prepared by Claudia, Karen and Kathy.

**New UCA Web Site:** Christy Whitmore has re-designed the UCA web site and will be managing that and the Facebook pages. The hope is to push the use of social media for future publicity to pump awareness of UCA members..

### Nominations.

**1.** Kathy Perelka made a motion to nominate for the new UCA Board, Claudia seconded:

President, Kathy Perelka

Vice President, Karen Campbell

Treasurer, Paula Wade

Secretary, Vera Johnson

Board members Mardy Bogar, Scott Perry, Joe Gambini, Fred O Smith, Christy-Whitmore, Claudia Diller.

In discussion, Kathy amended her motion to include as board members Lucia Swallow, Nora West, and Janice Norton. Leon G seconded. Vote: 9 yes, 0 no, Kathy made motion to adjourn the meeting. Claudia seconded. Vote: 9 yes, 0 no

**2.** Kathy Perelka read the UCA Mission Statement of Bylaws. She clarified that the

policies of UCA are not the bylaws, but how we choose to do business.

**3. IRS Status:** Kathy asks if UCA is current with its reporting to the IRS. Mary Beth reports that Paula has kept up our status reports.

### 4. Sugarloaf Art Show

Kathy made a motion to allot up to \$1000 from the \$11,000 available in the UCA bank account for advertising and promotion of exhibiting artists and the 2017 Sugarloaf Show. Money for advertising would also come from member fees being received for the Sugarloaf show. Seconded by Claudia. Vote 9 yes, 0 no

**5.** Kathy entertained a motion that Board officers have authority to spend that \$1500 to promote the Sugarloaf show and its artists. Seconded by Claudia.

**6.** Kathy entertained an amendment to the motion, by Fred O Smith, that a Marketing Committee be authorized to spend the allotted \$1500 in show 2017 promotions. Seconded. Vote 9 yes, 0 no

**7.** Claudia Diller made a motion to create a Sugarloaf Show Marketing Committee of Kathy Perelka, Claudia Diller, Karen Campbell, Joe Gambino, Christy Whitmore. Karen seconded motion. Vote 9 yes, 0 no

**8.** Kathy entertained a recommendation by Fred to spend \$100 to become members of the Maine Center for Craft in Gardiner. Karen C seconded. Vote 9 yes 0 no

**9.** A second recommendation was made that Karen Campbell be appointed Sugar-

loaf Show Organizer. Fred made motion, it was seconded. Vote 9 yes, 0 no

### 10. UCA Scholarships

Karen Campbell made motion that Kathy Perelka will head up the scholarship committee. Claudia seconded. Vote: 9 yes 0 no

**New Web Master:** Christy Whitmore was introduced. She will be webmaster for Upcountryartists.org. A suggestion was made that old, current and future members be invited to membership @\$25/year. Discussion continued. Claudia asked about paying Christy. She declined, but the consensus was that she will be paid at some point. Leon will find the password for the UCA gmail account. Kathy asked the Board to approve a Sugarloaf show promotional rack card that has been created by Claudia. Verbal approval was given.

### Other Business

The Sugarloaf show Application is available on the website. Christy will work with Claudia. Claudia asks if she should send out membership application by US Postal Mail. Emails are out of date. Should there be a newsletter each quarter?

Kathy recommends we include a policy statement of non discrimination in our documents. Motion to adopt as policy a statement of non discrimination provided by Kathy was made by Karen C. Seconded by Fred. Vote: 9 yes, 0 no

Mary Beth made motion to adjourn the meeting. Karen seconded. Vote 9yes, 0 no

Respectfully submitted,  
Mary Beth Morrison

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### President's Letter *Continued from page 1*

grams. A portion of that membership will go toward maintaining our updated website [www.upcountryartists.com](http://www.upcountryartists.com) where you as a member will be listed. Please come to the Sugarloaf show and at the very least buy, 6 tickets for \$5. Its fun to go to the different booths and window shop and who knows? You may end up winning a

beautiful piece of artwork for \$1!!!!

Upcountry Artist organization is alive and well, and moving forward. Please support us and all artists by attending art shows, musical events, and performances. We need to create an atmosphere where artists of all kinds are held in high esteem.

Here in northern Maine, we are on the edge of being discovered by the rest of Maine and beyond.

We have some momentum going so let's grab that energy and move forward!!!