

**March 18th Zoom @ 12:30**

**Prompt: WINTER**

**Video:** <https://youtu.be/wG165sUg2Y0?list=RDCMUCvA1fsVyX78RcZuC-aFyw4g>

*(Read more about it in VP Jerry's article on page 2.)*

## **ATTENTION!!**

**If you want to participate in an online AWS art exhibit this Spring, you must email ABS Chair Patricia Marina ASAP! (Deadline: March 17th) We need 30 members to make this happen.**

**\* \* \***

**Although 22 members raised their hands at the February Zoom meeting, so far only 17 have followed up with the required email to Patricia. To date, we have 21 total. If interested, please respond TODAY. See details at right —>>**

The Board has been discussing having a **Virtual Art Show (online)** since we've been unable to have an in-person Apple Blossom Show two years in a row now.

### **THINGS TO KNOW**

- 1.) There will be no fee; cost of the website setup will be taken from a \$1000 county grant that must be used for the show, not just put in the AWS bank account.
- 2.) You may submit up to 3 works of art. (JPG images, along with title, dimensions, etc.)
- 3.) We plan to have some kind of virtual judging of the show; details TBD.
- 4.) Everyone will be asked to promote the show on Facebook, Instagram, email, etc. in order to get the word out. There will also be other volunteer jobs.
- 5.) We will make the decision BEFORE the March 18th meeting on whether to move forward, based on whether we have 30 people.

**If you are interested in participating (or have questions), let Patricia Marina know by email:**

**[collagegirl62@yahoo.com](mailto:collagegirl62@yahoo.com)**

## FROM THE PRESIDENT...

**Happy Almost Spring!!** Can you believe this is our 12th Covid Newsletter!? Thanks to our Newsletter Queen, we have been kept up to date on what our club and members have been doing. Thanks also to our V.P. Jerry for keeping us on track with videos and prompts.

ONE WHOLE YEAR! Please reach out to other members you know that haven't participated in any of our Zoom meetings and encourage them (or maybe do it with you?).



**First of all: VIRTUAL ART SHOW:** As you may know, we have applied for and received \$1000 for the past two years from the County's Community Grant Fund to help pay expenses for our Apple Blossom Art Show. We have to apply annually with lots of paperwork and reports, BUT it helped with our cash flow. Of course, last year we had to cancel the show. We spent about \$250 on cards and posters that we couldn't use, but have the remaining dollars in our bank. Last week I got the OK from our County Supervisor's office to use this money on a virtual art show. This money can't be used for anything else. We have until June to use it. If we go ahead with this show, there will be no cost to our club or members. We can even use some of the money for advertising! The Board decided we would need at

least 30 members to participate to go forward with this. PLEASE SEE THE FRONT PAGE OF THIS NEWSLETTER FOR MORE DETAILS.

We enjoyed Gail Radice's presentation this month. It was very interesting to see the steps she takes to come out with an amazing piece of art! I have chosen **April Lynch** to be our next month's Zoom "highlighted" member.

Lorraine Stribling tells us we have 66 paid members!! Deni Marrone is working to finalize East West Cafe as a venue. She is also looking around for a possible outdoor venue for a show at the end of the summer!

It's been brought to my attention that a member thought that I interjected politics when describing one of my "Love" paintings (converse tennis shoes and aviator sunglasses) at our meeting. I am sorry. We have no "written" rules, but I think we have all tried to be cognizant of others' feelings. I will bring this issue to the Board for discussion.

I hope all of you that are eligible, are working on getting your vaccines! I'm getting my second one today!!

Take care,  
Love, Carol

## FROM THE DESK OF THE V.P.

Here is the link for our 22-minute video which we will discuss at the end of this month's meeting: <https://youtu.be/wG165sUg2Y0?list=RDCMUCvA1fsVyX78RcZuC-aFyw4g>

I hope you enjoy and benefit from this YouTube tutorial of a winter scene for our **March Prompt, WINTER**. Wherever your heart leads you with this subject, consider the quiet moodiness of winter scenes be it in the snow, or in our lovely Sonoma County. Ponder the skies and the way winter's cold affects the earth, the hills and trees. Perhaps the warmth of a wood fire or a wool sweater. It will be a benefit to all our friends to see where this takes you.

As you will see, it's a chalk pastel demo of a snow scene. Chalk pastels are, (in my opinion) an easy medium to get started with. It offers its own unique challenges but can deliver some rewarding outcomes.

I would like to see more of our friends venture into that realm.

Jerry Fabiano  
Vice President



**Carol Mills -**

"Looking Up" 11x14 watercolor  
*I did this a few weeks ago from a photograph that my friend in Australia took. She always takes interesting photos. She said this was looking up and the black lines were yellow plastic tape?!*



## AWS Board Minutes

February 18, 2021

**Members Present:** Jerry Fabiano, Merrie Krisl, Gail Mardfin, Patricia Marina, Deni Marrone, Carol Mills, Fran Nielsen, and Lorraine Stribling.

Meeting was called to order at 10:35 by President, Carol Mills.

**President:** Carol asked the county if we could use their advertising money carried over from last year for a show this year. They said yes, but asked that it be spent before the end of June. Discussed various ways we might have a virtual show including coordinating with the Chamber or the Sebastopol Center for the Arts. Decided to poll the members and make sure enough (at least 30) people would like to pursue this. Gail will send out an email after the meeting and Patricia will collect the names of all who are interested. Carol suggested having 3 entries per person. No fees will be charged and there will probably be some kind of judging and awards. All entrants will be asked to promote the show via social media, etc. While several people noted virtual shows usually don't bring sales, it will be a way to engage members and give our group community attention.

Deni noted that an in-person show would take 6 months or so to organize. It would require about \$100/person for a month-long show as venues are quite expensive. She also will look into the possibility of a sidewalk sale.

Discussed our wood panels and will try to find out what we might do with them. They are currently being stored and we pay \$250/year for that. Artists Round Table has bought wire ones and we discussed whether we might do that. They are expensive, but much easier to store.

Jerry proposed a formal declaration to install the new board each January. The board agreed to the following and Carol will keep this document in the President's notebook: Elected officers' names and positions will be read, "Do you hereby promise to faithfully fulfill the duties and responsibilities of your office on the Board of the Art Workshop of Western Sonoma County, in service to its

membership and club activities, without reservation, to the best of your abilities? If you do, then please answer I will."

Carol, Gail, and Paula Pearce have discussed the questions asked for the member profiles in the newsletter. Paula was very open to finding ones that would round out our knowledge of the person.

**Vice President:** Our prompt for March is Winter, whether the season we enjoy here in all its moods or snow in the mountains, etc. Jerry has a link to a video on this subject.

**Treasurer:** Patty has filed the state and federal non-profit forms, state tax filing, and is looking into PayPal. Gail noted it is already hooked up to our bank account, so should pose no problem for dues. We have \$5193 in our checking (\$1000 of that is the county advertising money) and \$8,537 in our Jacque Mielke awards fund.

**Corresponding Secretary:** Fran sent a card to Trula LaCalle and Carol said she would ask Phil Wilkinson about her.

**Membership:** Lorraine reported we have 66 members.

**Newsletter, Website, Zoom:** Gail said Linda Loveland Reid offered to do an art presentation for AWS. This would be on Zoom and about an hour long. We want to make sure we have a good turnout for this. Gail will pursue as to subject and time.

Gail said we need someone to be in charge of our Facebook page. Carolyn Wilson has done it in the past, but is very busy with SCA now. Georgia Simons was suggested.

**Venues:** Deni said East West Café is interested in showing our art. They are hoping to open within the next month. They would like to have digital preview of work. Deni said the space works for larger paintings. Viva Mexicana is now accepting artwork.

Meeting was adjourned at 11:50.

Merrie Krisl, Recording Secretary

## February's LOVE Prompts Begin Here...



**Beverly Bird -**  
"Hearts to You" 11x14 acrylic



**Judy Grigg Goldberg -**  
"Debbie and Ana" 9x12 pencil



**Gail Mardfin -**  
"Alphabet Soup" 12x12 acrylic  
*I painted this years ago for a soup kitchen fundraiser.*





**Linda Nease -**

"Madonna" 40x30 oil on canvas  
Here is a painting of mine, a mother's love...working from a photo of my mother, my sister, and me (the baby).



**Diane Ceccarelli -**

"Mending a Broken Heart"  
8x6 collage, 3-dimensional



**Avinash Pandey - ABOVE & RIGHT**

"Mia & Herbie" 5x7 photographs  
My past beloved furry friends were true in-love buddies and spent as much time as they could together.



**Kathy Byrne -**

"Best of Broadway" 18x12 watercolor  
This is about my love for the theater and how much I miss going to the Best of Broadway shows at the Orpheum Theater in San Francisco during the pandemic. I have had season tickets for 15 years and Hamilton was one of my favorites so I just had to paint it.



**Lonna Necker -**

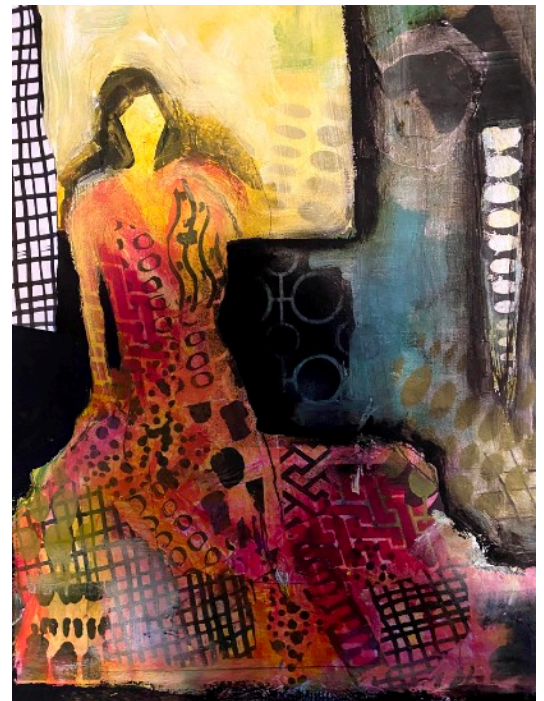
"On the Merced River" 8x8 watercolor  
Every summer our family vacationed in National and State Parks. The Merced River is where I learned how to dog paddle.



**Jerry Fabiano -**

16x20 acrylic

You may remember that I talked about it in our board meeting last month. I originally did it a few months ago and was unhappy with it so I put it aside. Well I revisited it last week and worked on it for quite a while and feel much better about it now. \*\* Over two years ago while in Copenhagen Denmark while in a city touring bus, Susan and I noticed a young couple sitting on a bench together. The intimacy between them was obvious. They were oblivious to passing traffic and people scurrying through the plaza. They certainly didn't notice me getting a few pics of them. There is no way of knowing what life is like for them now. Are they still together and in love? Do they have a child? \*\* It makes me smile to think that they will never know that two years and 7,000 miles later, an old man in California has done a painting of them.



**Linda Loveland Reid -**

"Plowing Through the Dark"

20x16 acrylic & collage

This is me in the wake of my husband Harry's passing. My intent is to rework it on a larger canvas and see what happens.





**Susan Bradford -** "  
"Martinis with my Granddaughter"  
14x11 oil



**Fran Nielsen -** "  
"Bright Sunshine" 16x12 acrylic  
This is one I painted in 2019, and  
brought to one of our meetings. It is  
from an old sepia colored photo, circa  
1918, of my mother and her father; my  
grandfather.



**Dante Corsetti -**  
"Love of Animals" 11x5.5 acrylic  
I took the picture of the young lady when my  
wife and I were on a terrific photo safari in  
Kenya with 15 other Cal alumni. We were there  
because of our love of animals. This photo is of  
Karen Grassle feeding oats to a giraffe. (Ring a  
bell? Karen Grassle [Grass-ly] played Caroline  
Ingalls, the mother on "Little House on the  
Prairie," opposite Michael Landon for 8 years.)  
Wonderful person, and was bereft of pretenses.



**Kim Winter -** "Lolo's Klo"  
24x18 acrylic & torn paper  
Lolo (Laura) is my wife. Klo is her Border  
Collie.

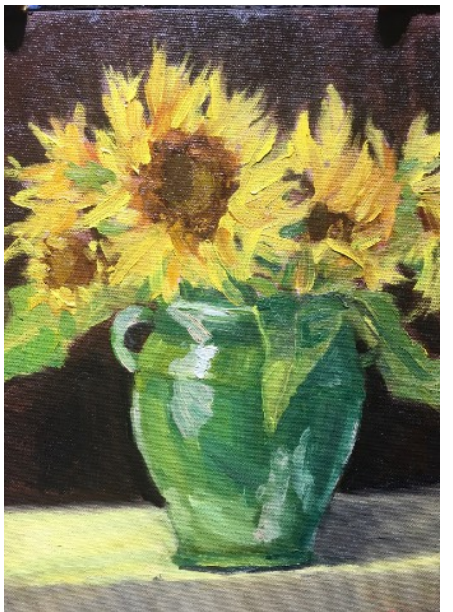
LEFT: **Carol Mills -** "New Leaders"  
16x20 watercolor (formerly "Swim from the  
Dock") I had this in my studio and looked up  
one day and thought, 'Hey that's Kamala  
and Joe with the Converse tennis shoes  
and aviator sunglasses!! ' So now I LOVE  
this painting with its different meaning.



**Nancy Tulloh -** "Purr sir val" 8x12 watercolor  
He was a great cat, but unfortunately my  
husband was very allergic. Had to send him to  
live with my sister, where I visited with him  
often.



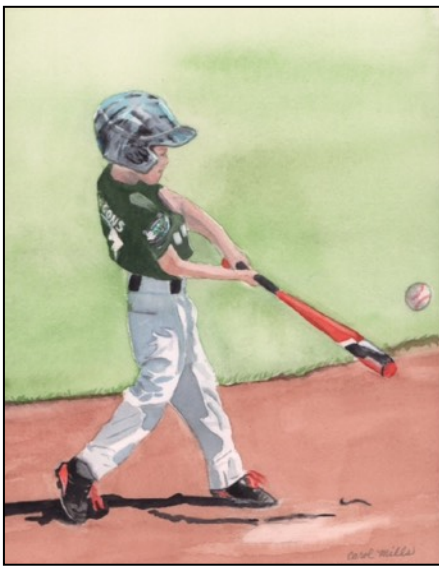
**Susan Rogers -**  
"Apple Weighing" 11x9 soft pastel  
Two of my grandkids after an afternoon  
of apple picking in Santa Cruz.



**Georgia Simons -** "  
"Sunflowers Give Me Love"  
10x8 oil on board







LEFT TO RIGHT: **CAROL MILLS** - "The Stance" 14x11 watercolor *I LOVE that my then-7-year-old grandson called me and said "Nana, will you paint 'my stance'? He'd overheard his dad and uncle say what a great stance he has when they took this photo. It's hanging in his bathroom in San Diego still.* • "Charlie Browns" 16x20 watercolor *These are my two now-adult grandsons. Some years ago, art groups painted Charlie Brown statues to be placed all over Sonoma County. (Later they did Snoopy and the rest of the gang). That summer we had a map to all the places they were supposed to be, businesses mostly. We spent the week hunting them and then taking photos of the boys with them. This one was down in Railroad Square. It makes me smile and remember how I LOVED going on adventures with these two.* • "My Favorite Pastime" 16x20 watercolor *I LOVE reading so I painted this years ago and it was a hit with my book club members. Fun to paint covers of books.*

**SEBASTOPOL**  
**CENTER**ARTS  
FOR THE



## ART SPOTS: Peggy Guggenheim Wednesday, March 10, 2021 @ 1-2PM

with AWS' own author/artist/instructor **LINDA LOVELAND REID**  
*Come Zoom along... it should be interesting!*

Like the art she collected beginning in 1930, Peggy Guggenheim's life was anything but conventional. Her wealthy father went down with the Titanic, her famous uncle built the New York Guggenheim museum, she married, divorced, and took many lovers, mostly famous personalities such as Samuel Becket and Yves Tanguy. Of Marcel Duchamp, she said, "He taught me everything I know about modern art." In 1942, her New York gallery, Art of the Century, was legendary for launching careers of artists like Jackson Pollock.

Today her gallery in Venice offers a huge breadth of modern art. Through this enigmatic and iconic figure, we will see how modern art became a movement and why it has endured. **Sign up here:**  
<https://www.sebarts.org/classes-lectures/art-spots-peggy-guggenheim> with a donation from \$5.00.

## DO YOU LOVE POETRY? ARE YOU A POET? THE POWER OF POETRY with Fran Claggett-Holland & Linda Loveland Reid Fridays, March 5, April 2, and May 7 @ 11:00-12:30 (Zoom)

- For new and advanced poets. Non-poets welcome.
- Listen to and learn about poetry.
- Readings by local poets. Meet the community of poets.
- Discussions on interpretation and style.
- Learn how to write great poetry.

Via Zoom. (Link will be emailed to you before the event)

Free or small donation appreciated. Learn more about the facilitators and sign up here:

<https://www.sebarts.org/classes-lectures/powerofpoetry-march2021>



Reid

Claggett-Holland

# February 18, 2021 Zoom Meeting

## by Gail Mardfin

**We had another great meeting with 27 members present and lots of art to share!**

Here are the highlights...

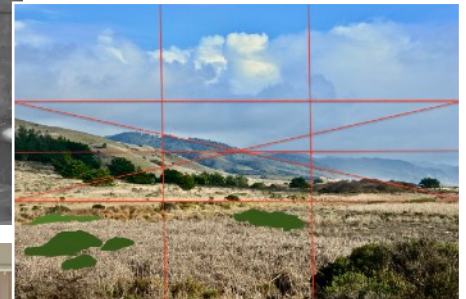
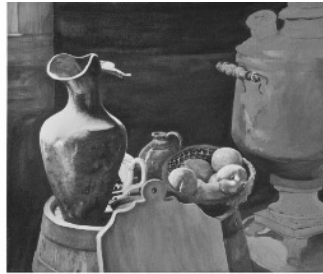
After talking about a potential online art show – a virtual replacement for our annual ABS – 22 members were counted as being interested.

*More info on the front page of the newsletter, and please SIGN UP NOW to make it happen!*

**VP Jerry Fabiano** announced the theme of WINTER and all its implications in Sonoma County, and said he'd selected an appropriate video. *See front page link and his article on page 2.*

As our monthly featured member, **Gail Radice** did an excellent job presenting her background and ongoing approach to her realistic paintings. As a child, she and her mother would draw for hours, instructed by television's Jon Gnagy. She recalled her paint-by-numbers sets and how she liked to mix the colors and paint outside the prescribed lines. Gail is a self-described studio oil painter and works from subject matter from her own carefully-composed photographs. She works very methodically, usually first toning the canvas, and then working from a sketch that she has transferred via a proportionate grid, before adding layers of paint "fat over lean" (e.g. paints thinned with mineral spirits before adding denser, oilier paints on top). She works with her reference photos as "thumbnail sketches," manipulating them in Google Photo to achieve the composition she desires, sometimes adding things in, sometimes taking things out. She shared several slides that compared the photos with the actual painting (often difficult for us to tell the difference, so realistic are her paintings!), sometimes in black and white so she can really see the comparison of the VALUES (darks and lights). The large piece on her easel behind her was a 36"x58" landscape and she explained how she works with natural light bulbs in her overhead and studio lights. "I love landscapes the most," says Gail. "They bring me lots of joy."

From there we went on to screen-sharing a number of pieces that members had completed at home, and then on to works done for February's LOVE prompt. From love of animals and Broadway shows to grandchildren and our new president and vice president, members shared what they love. All works shown (and more!) can be found in this newsletter.



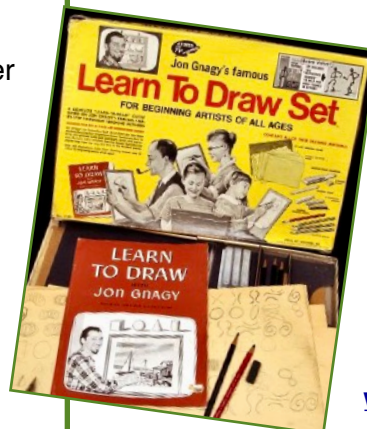
Gail Radice compares a work in progress (top) with her reference photo (beneath), both black and white to focus on values. Next, the grid on her manipulated photo, which she mathematically enlarges from her computer to her canvas. Next, her current undertaking, a very large studio landscape,

**Gail Radice** is surely not the only AWS member who learned to draw from **Jon Gnagy**, America's first television art teacher. This self-taught artist began his TV career on May 13, 1946, in an NBC Studio, the opener for a show which also featured a comic, a cooking demonstration, and a woman who modeled hats! When Gnagy picked up his crayon to begin, he found the lights had melted it into a useless glob, so he switched to charcoals. Eventually he

had a long-running *Learn to Draw* series and his drawing kits are still available today.

—> If you want to take a 10-minute sentimental journey, watch Jon Gnagy teach how to draw an "Autumn Moonlight Scene." You can find other episodes there on youtube, too.

<https://www.youtube.com/watch?v=ECrf5LhVCUQ>





ABS Member **Patricia Marina** is on the Visual Arts Team at **Sebastopol Center for the Arts** and recently served as a judge, helping to jury in 45 pieces and the awarding of six prizes for the current virtual show,



**The ART of Recycling.** Go to [sebarts.org](http://sebarts.org) to see the many varied and wonderful ways people created ART through recycling!

## HOW ARTISTS USED THE GOLDEN RATIO TO CREATE MASTERPIECES



DaVinci used THE GOLDEN SPIRAL in “The Annunciation” (above). Countless other artists visualized and applied the divine proportion to their paintings throughout the centuries.... Learn more here: <https://www.artandobject.com/news/how-artists-used-golden-ratio-create-masterpieces?>

## The New York Times California Today



**deYoung Open To Happen Every Three Years!** 2/20/21 - “First, there’s the fact that it was a contest, open only to Bay Area artists. Nearly 6,200 artists submitted more than 11,500 artworks for the show, which included 877 works from 762 artists. The pieces could also be sold.

“Then, there’s the biggest reason the show was singular: It was conceived, assembled and shown essentially entirely during the pandemic, as a way to mark the de Young’s 125th anniversary.

“Now, Mr. Campbell [director and chief executive of the Fine Art Museums of San Francisco] said, the exhibition is set to become a triennial event — at least one tangible silver lining from a turbulent year. ‘Looking back, what was remarkable about it was that it really brought the whole museum together,’ he said. “And it really gave us a connection with artists all over the Bay Area.”

*Photo of one of the exhibit halls above (Carol Mills’ watercolor was in the NYTimes shot! See arrow.)*

## TOPOGRAPHY OF A BRUSHMARK... THIS IS WILD!

Johannes Vermeer’s “Girl with a Pearl Earring: Under the Hirox 3D Microscope - See this 10 billion pixel panorama in a 5-minute video about Vermeer and his technique ...

[https://www.youtube.com/watch?v=M-jLsoA1i\\_o](https://www.youtube.com/watch?v=M-jLsoA1i_o)



## ACTOR BILL MURRAY ADMITS A PAINTING SAVED HIS LIFE

<https://www.youtube.com/watch?v=8eOlcWB7jSA>

Bill Murray shared a deeply personal account of how a painting (this painting by Jules Breton) literally saved his life. He spoke at a London press



conference ahead of the UK premiere of *The Monuments Men*, a film about saving looted art from the Nazis, starring George Clooney.



# Member Profile: Gary Caldwell

by Paula Pearce

**Paula:** So, Gary, where were you born and raised?

**Gary:** I was born in Boise, Idaho when the population was 50,000 and now it is 450,000.

**P:** Did you grow up with siblings?

**G:** In a sense no, because my brother was born nine years later than me.

**P:** Did you have relatives who were artists?

**G:** Yes, first of all was my paternal granddad. He was an orphan from Kansas. When he was 12 years old he hitched a ride west to Oregon on a wagon train. He was an untrained artist prolific in oils. We always had his paintings in our home while I was growing up. He later met my grandmother and they homesteaded in Vale, Oregon where his wife was a teacher. They had four children but only the two girls survived to adulthood. They were born in 1913 and 1914. Secondly, my mom was an artist who loved to paint on china and later painted in oils.

**P:** Can you recall, as a child, what you wanted to be when you grew up and what did you actually end up doing?

**G:** I didn't have any idea what I wanted to be so I went to the Boise J.C. and majored in business for three semesters. But that choice of subject didn't seem to fit. So at 17, I joined the Marine Reserves with a commitment of eight years with a duty of six months active duty. After that, I returned to finish up my two years at Boise J.C. I was good in math and liked art, plus I loved building stuff and taking stuff apart so the best choice for me was to major in architecture. That required me to transfer to the five-year program of School of Architecture, at Arizona State University, in Tempe, AZ.

My grades suffered a bit because I had to hold down four part-time jobs to afford the out-of-state tuition. Then they raised the tuition so I returned to Idaho and attended Idaho State University to continue my major in architecture.

**P:** When did you first become interested in art?

**G:** It was during my term at the School of Architecture. It was more or less required to paint with tempera as a medium. My professor at the time insisted on tempera, which was very tough to do. After that, when allowed, I quickly converted to watercolor and have stayed with that medium in my artwork after retirement to today.

**P:** Could you live at home being back in Idaho making it less expensive to afford school?

**G:** No. The school was in Pocatello on the other side of the state. But my dad worked for Idaho Power and his company was very supportive of the employees' children. I was able to work for Idaho Power as well; that helped the finances.

**P:** Are there any particular art projects of yours you would like to tell us about?

**G:** Yes. In the 60s and 70s I used to play around doing sculpture with wire. But, my prime interest was and always has been photography. I have a collection of



Gary Caldwell

approximately 35,000 slides and photos from my travels as a consultant for an international healthcare firm with locations along the "Rim of Fire." [Others may know it as the Pacific Rim.]

**P:** Did you have anyone who stood out as an inspiration to your artwork?

**G:** Yes. I once bought a book by a famous watercolorist, Ted Kininski, from the New England region, who was my inspiration for my early years in watercolor.

**P:** How long have you lived in Sonoma County?

**G:** My wife and I moved to Oakmont from Palo Alto in 2006.

**P:** How did you find out about AWS?

**G:** My painting friends in Oakmont told me about it. Many of them were current members. My first art club was the Oakmont Art Association followed by the Artists Round Table in Santa Rosa. I was impressed by the openness of mediums allowed by AWS plus the members are friendly and enthusiastic.

**P:** After this pandemic is finally over, what do you want to do first?

**G:** Go to the casino!

**P:** Do you have a current art website that we can visit to search for your artwork?

**G:** Yes! I am glad you asked me that. It is <https://fineartamerica.com/profiles/garyr-caldwell/shop>

**Conclusion by Paula**

I am delighted to have met Gary through this opportunity as interviewer. I asked him at the onset to use as much imagery in his wording to allow our members to get a feeling for his artistic life.

I was delighted when he told the story of his grandfather coming out west at the age of 12 on a wagon train! WOW! And from there it just got better. I am sorry I couldn't interview Gary in person like I used to do prior to this pandemic. I missed being able to see his artwork firsthand and meeting his sweet wife. His story captivated my attention and I hope the same for all our members. I am definitely going to look at the website he mentioned prior to this conclusion.





**Susan Bradford** - *Plein airs...*  
 LEFT: "Graton" 14x18 oil  
 RIGHT: 16x20 oil  
*At the Vintage Gardens Antique Rose Nursery at the top of Bloomfield Road. It was challenging as everything was so green. Reminded me of back east. I changed the field to be yellow and the front tree blue as it was too green. The sun on the building is what caught my eye.*



**Rita Rhine** -  
*"Self-Portrait" 8x9 watercolor  
 Here is my attempt, Christmas hat and all. Cheers! Rita Rhine*

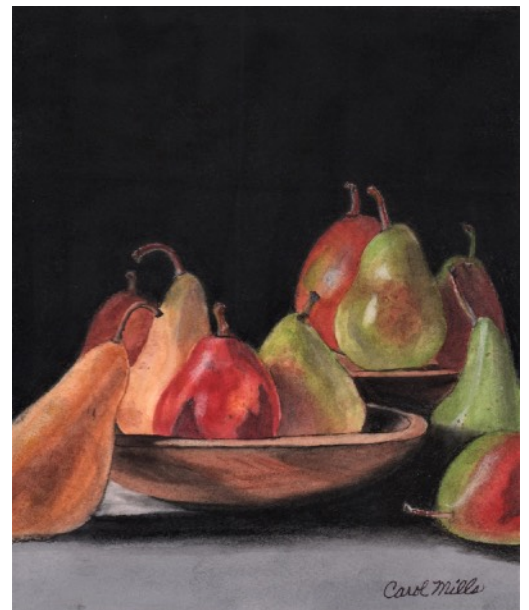
*Happy St. Patrick's Day*



**Bev Kjeldsen** -  
*My newest fence art...24x24 painted wood on sprayed plywood & acrylic  
 I thought about writing « slainte » on it, but didn't. It means "To your good health" in Irish!*



**Lorraine Stribling** -  
 ABOVE: "Un-named"  
 9x8 mixed media  
 RIGHT: "The Ladies Who..."  
 11x16 collage



**Carol Mills** -  
*"The Pears"*  
 14x11 watercolor & pastel





## FLOWER POWER!

TOP ROW: photographs by **Phil Wilkinson** -  
“Blue Windflower,” “Windflower,” “Windflower II”

LEFT: **Linda Grainger** -  
16x12 watercolor  
*I only used three colors and spent a lot of time on the background. The first wash was actually “pull and dropped” on.*

RIGHT: **Gail Mardfin** -  
“Day Lily Love”  
36x36 acrylic  
*I painted over an older, very different interpretation of a day lily. My favorite part of this new painting is the background texture, which I achieved by daubing through a paper doily!*



## WHAT IF YOU WANT A WEBSITE?!

Between the last Zoom meeting and this newsletter’s publication, there was a bit of an email discussion between several AWS members looking for direction in developing an online presence to show and/or sell their work, in other words, a website.

**Linda Loveland Reid** was looking to update her online presence to include her more recent abstract pieces, and was also wondering about Instagram and Facebook. She agreed to get back to the group once her “website journey” has reached its conclusion. We will await!

**Pat Landskron** wrote, “I’m interested in finding someone that can help me finish my website. My web helper discontinued her business and I could use some tutorship to finish! If anyone knows

anyone, please contact me.” She added, ***“It will be so nice when we are all together again for our AWS meetings. I can’t get a good Zoom connection where we live so unable to participate now but looking forward to later in the year.”***

Here are some of the replies...

**Carolyn Wilson** uses a free version of **Weebly**. She says that if you enable the online shopping feature, then it costs extra. <https://www.weebly.com>

**Chris McNamara** uses **FASO**. She writes, “This link contains all the info about FASO pricing and what’s included. I started with the intro plan and used that for several years. I got to the point where I was adding extra images at 25¢ each and the cost was almost equal to the Silver plan so I upgraded. If you pay for the whole year you get a 10% discount. The first 30 days are free to try it. I haven’t added a ***(continued on next page)***



**(WEBSITES, cont.)** shopping cart yet but I may do so when I have more 'small works' on my site. The support staff will walk you through the whole setup and are always available to answer questions. I don't want to spend a lot of time on my website and, although I played around with different templates until I settled on my current one, I find that it's only taking me a few minutes to upload my art. One thing I really like is the analytics feature, where you can see the clicks on your artwork and where the person is located. You can get a sense of which artwork is drawing more attention. As for promotion, FASO has a daily newsletter and any new art you upload is shown on that day's newsletter. You can also enter the art contest but I've never done that. Because of the ease of use and the professional appearance, I think it's worth the money." <https://www.faso.com/pricing.html>

**Beverly Bird** adds, "I too love FASO. At \$300 per year, it's more expensive than other alternatives, but for me it is worth it. It has great templates that hook up with FB and Instagram, etc. You can set it up so it can be a selling platform, although I don't use it that way. And it is so easy to use. If you do have problems, the folks are very responsive and helpful. It hooks you up with an artist community and sponsors monthly competitions which are free to FASO folks. It has good analytics - I can see how many visits there are each day. People always are complimentary of my website. I couldn't ask for much more."

Whatever you go with, *promoting it continuously is what it's all about*, as **Phil Wilkinson** pointed out. Cross-linking Instagram, Facebook, and your website is important.

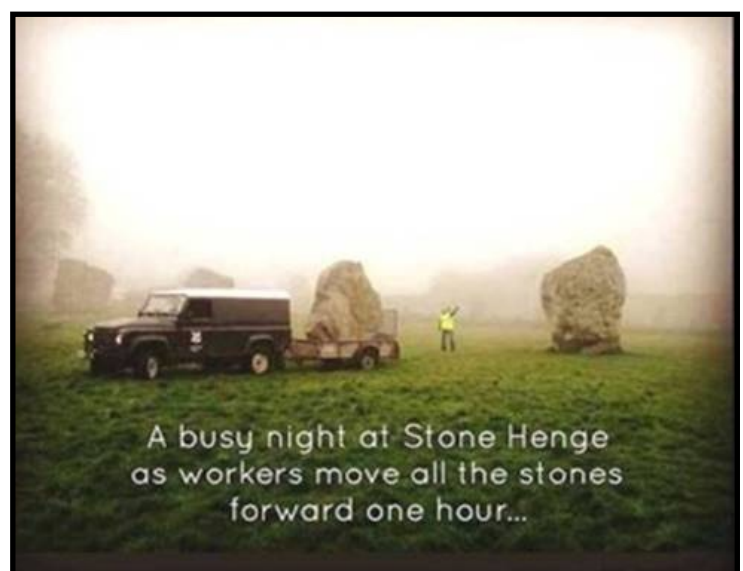
I used to have a graphic design business and at one time handled 30+ clients' websites - back in the day when you had to explain what a website was and why a business needed one. Things have changed a lot since then and now it's all about "SEO" (search engine optimization) and linking it with other social media (Facebook, etc.). My own art website, [www.seethegood.net](http://www.seethegood.net), is done on a **Wordpress.com** template, but unfortunately does not have a user-friendly shopping cart feature. The AWS website was created on a **Wix.com** platform, which, I think, is easy to use. But if I ever have a question, forget about ever speaking to a real person!

**Speaking of websites...did you notice that our AWSomeart.org website was "down" a bit this past month?** This led to some behind-the-scenes sleuthing to find out why, and thanks to **Lorraine Stribling**, I ended up talking to former AWS President **Katrina Small**, who originally registered the domain, [awsomeart.org](http://awsomeart.org), back in 2011. (The **domain** is the name of the website, while **hosting** is the server where the website actually resides. The two have to be in sync.) What a lot of tech support to get the domain (which had expired) and the hosting in our control and all lined up, but at last it is, and will remain so!

– **Gail Mardfin**

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I have a pencil that used to be owned by William Shakespeare. But he chewed on it a lot. Now I can't tell if it's 2B or not 2B.

