



*President:* Linda Krantz

*Vice President:* open

*Secretary:* Colette Girard & Cindy  
Koshalek

*Treasurer:* Mary Reines

*Past President:* David Williams

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February 3. January Showcase pick up

## Note from the President

Welcome to 2024, considered by many to be a very significant year. The New Year is celebrated around the world with anticipation. Some of us write intentions for the year, and I have a few friends who select a single word to focus on. Because it not only is the beginning of a new month but also of an entire year in the Gregorian calendar, it can signify fresh beginnings and the opportunity to create anew. 2024 is also the year of the Wood Dragon. The Dragon, the only fictional character of the Chinese Zodiac, is one of the luckiest and most powerful animals, and when combined with the nurturing wood element it is said to bring evolution, vitality, creativity and success. These are great characteristics for our Art Guild and members to embrace as we enter this new year. And so I ask you: when standing at this point a year from now, what would you like to be looking back at and appreciating, as an artist and a member?

~Linda

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## Art Night!

Art Night will be held on Wednesday, Jan 10 at 6:30 at the studio of Roann Mathias, 6200 Nesbitt Rd, B2, Fitchburg, WI 53719.

Please be vaccinated and boosted. Bring art you'd like feedback on or want to share with the group. Please bring a snack or beverage to share.

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Please consider opening your home for an Art Night in April. You can set the number of attendees depending on your space by sending a sign-up sheet. You also determine the date. Art Nights are wonderful evenings of art, thought and camaraderie!

If you would like to host an open Art Night, please send an email to [newsletter@madisonartguild.com](mailto:newsletter@madisonartguild.com). Note that if no one volunteers to host by the 20th of the previous month, that month's art night will be via Zoom.

## Tentative Future Art Night Schedule

January: Roann Mathias

February: Jennifer Angelo

March: Jennifer Knollenberg

April: open

May: Ann Kleckner

June: Amanda Basich Kron

July: James Shulkin

August: open

September: open

October: Kimberly Eitland

November: open

December: open

## Art Night Photos wanted!

If you are hosting or attending Art Night, please remember to take a few photos for use in our social media accounts and for marketing purposes. Please ask permission before taking photos of attendees or artwork being shared.

Thank you to Pam Bleimehl for hosting Art Night in December!

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## MAG Bimonthly Membership Meeting

January 9, 2024, 6:30 pm

Linda Krantz is inviting you to a scheduled Zoom meeting.

Topic: MAG Bimonthly Membership Meeting

Time: Jan 9, 2024 06:30 PM Central Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/83617395802>

Meeting ID: 836 1739 5802

## Art Fair Panel Discussion

Thanks to all who attended!

We had a good turnout and hope the information will help to prepare you for future Art Fairs. We are posting links on the MAG website so all members can access our notes and resources. You will find them listed as:

[Art Fair Panel - Topics Covered](#)

[Art Fairs - Resources to help you get started](#)

## MAG Artful Gathering

Based on the attendance at December's Artful Gathering, I'm curious whether MAG members would like to learn more about the 'business' of art, no matter whether you are participating in art fairs, pursuing a gallery presence, or just trying to figure out pricing. To that end, I have assembled a list of possible topics for Artful Gathering workshops. If, after looking at the list, you have ideas, or know of a presenter, or would like to get involved, please reach out.

Possible topics include:

- Creating a social media presence
- Website design principles
- Framing your artwork

- Writing an Artist's Statement
- Pitching your art to galleries
- Pricing your art
- Creating a professional portfolio (artist's statement, artist resume, curating and formatting work samples)
- Legal considerations (intellectual property, contracts and structuring your art business)
- Marketing yourself (defining your product, finding your target audience, how best to sell your work, identifying a budget for your business)

## A Word of Appreciation

Thank you to Karen Watson-Newlin, Chris Echtner, Kerri Shannon, and Aileen Musa for an information-packed evening talking about art fairs. These members generously shared their insights, expertise, and 'lessons learned' from many years of art fair participation. Their power point presentation and other materials are now available in the Members Only section of our MAG website.

## January Showcase

DROP OFF- JANUARY- 6,

PICKUP- FEBRUARY- 3rd

Instructions will be sent to all who registered.

Any questions please email [Janshowcase@madisonartguild.com](mailto:Janshowcase@madisonartguild.com)

## MAG on Social Media

Please like and comment on MAG's [Instagram](#) and [Facebook](#) pages. It helps extend our reach so we can let future members and patrons see what we're up to.

Our private [Facebook group](#) allows us to share the latest news, show off your art, get feedback, ask questions, etc. amongst ourselves.

## MAG Calendar 2024

The Madison Art Guild's calendar is filling up! Here are the current opportunities for members. Art Nights take place every month, and both the Artful Gatherings and MAG Membership meetings alternate every other month.

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January: Art Night, January Showcase, MAG Membership Meeting

February: Art Night, Goodman Community Center Show, Artful Gathering

March: Art Night, MAG Membership Meeting

April: Art Night, Artful Gathering

May: Art Night, Middleton Art Walk, MAG Membership Meeting

June: Art Night, Artful Gathering, Summer Salon

July: Art Night, Art Fair on the Square, Firefly Coffeehouse Show, Summer Salon, MAG Membership Meeting  
August: Art Night, Artful Gathering, Firefly Coffeehouse Show

September: Art Night, Paoli Art Fair (?), MAG Membership Meeting

October: Art Night, Artful Gathering, MAG Annual Dinner

November: Art Night, MAG Membership Meeting

December: Art Night, Artful Gathering