



Happy Fall!

President’s Message . . . by Kathy Strohl

I hope you’ve all been able to get out and enjoy the beautiful weather we’ve been having. It’s great for attending art festivals, going on art tours and plein air paint outs. A friend participated in a plein air painting event at a nearby park last weekend. I spent Saturday afternoon watching her and the other artists paint beautiful fall landscapes. It inspired me to come home and work on my own fall scene!

Twelve workshops were held this fall. These are great opportunities to learn a new technique or brush up on skills you already have. They also give you a chance to see new scenery on your way to them and meet artists from other regions.

The 50th Anniversary Reboot 2.021 Traveling Art Show is currently making its way across the state. Be sure to check it out if you have the chance to do so. We are looking for volunteers to help transport the artwork from gallery to gallery. If you can help move it one or more of the months, please contact Danna Fruetel or Deanna Skokan.

Thank you to Jane Shank for her years of editing the newsletter. She has decided to step down. Thank you to Sue Biederman for agreeing to be the new editor. Please send Sue any information you have for the upcoming newsletters. Her email is sbiederman@evertek.net.

Hard to believe, but it’s not too soon to be planning and working on your pieces for the online show coming up at the beginning of 2022. The regional shows won’t be far behind it either.

Happy Creating!

Kathy

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Happiness is a great workshop! By Sue Biederman

I attended a couple of art workshops and only wish I could have attended all of them! And receiving updated emails was very helpful. I certainly liked being updated and learning what else is available. Some of the new members were sad about the workshops they have missed. Will look for all next year. Yes! More workshops requested! What an amazing perk of being a member of Iowa Artists! Thanks to the instructors, attendees, and for those that made this possible for our members.

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Iowa Artists 50th Anniversary Reboot 2.021 Traveling Exhibition . . .

By: Gigi Nelson

August 6th was the kickoff of the Traveling Show at the Witter Gallery in Storm Lake, Iowa. The celebration was paired with Witter's reopening of their After Hours performing arts series. Local musicians and a vocalist entertained in a piano-bar setting. Before and after the music, there was huge interest in viewing the 25 entries of the art show. There was standing room only during the performance. During the duration of the exhibit, 190 people viewed the art.



The Traveling Exhibition remained at the Witter Gallery from August 3-August 31, 2021. It then was moved over to The Sanford Museum in Cherokee for September and to the DMACC/Maytag Building #20 in Newton for October.

The Traveling Exhibition is currently at The ArtHaus in Decorah for November and December.

Members of Iowa Artists help to move the many pieces from venue to venue across the state. This is the first traveling show for Iowa Artists. A big THANK YOU goes out to the participants, the organizers and the galleries who have helped to make this effort a big success.

Iowa Artists – Anticipating the Next 50 Years

In a time when nothing seems to last, the Iowa Artists is celebrating their 50th Anniversary and making plans for another exciting, creative 50 years.

Iowa Artists was originally started as Amateur Artists of Iowa in 1970 by Jack Olds, an Assistant Professor of Art at the University of Northern Iowa, as a nonprofit educational group. Continuing an adult art program, Professor Olds gave artists living in Iowa a venue for getting together to share their art and continue learning at workshops, technique demonstrations and judges' critiques. The group was chartered in 1972 and became Iowa Artists in 1988 when the Iowa Secretary of State issued a Certificate of Incorporation.

Working in acrylic, charcoal, colored pencil, oil, pastel, pencil, scratchboard and watercolor in 2-D, as well as glass, wood, fiber, ceramic and metal in 3-D, Iowa Artists members meet in the spring for a one day regional show in each of the 12 regions. The day consists of artists bringing their artwork to be judged, a short art demonstration and the judge's critique of the winning pieces. The top 10% of the artwork is then eligible to go on to the state show held in May.

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To kick off the yearlong 50th Anniversary celebration, the Iowa Artists successfully held their first on-line show, receiving over 60 entries. Entries closed January 31 and winners were announced February 20. You can see all the entries, including the award winners, at <https://www.iowaartists.us/art-events.html>. This online show will become an annual event starting in 2022.

Next, Iowa Artist members prepared for the regional shows held in late March and April. Usually held in person, some shows were held online this year as was the state show in May.

Following the regional shows, entries were accepted for a juried Iowa Artists 50th Anniversary Reboot 2.021 Traveling Exhibit. Beginning for the month of August at the Witter Gallery in Storm Lake, the show will travel to the Sanford Museum & Planetarium, Cherokee, IA for September; DMACC/Maytag Building (Centre for Arts & Artists), Newton, IA, October; ArtHaus, Decorah, IA, November through December and Maquoketa (large North gallery), Maquoketa, IA, January through February, 2022.

Iowa Artists scheduled workshops in every region this fall. The half day workshops were free of charge to current members. New members who joined and paid their dues before the workshop were also eligible to take the workshops.

Connecting to other members all year long is accomplished through Facebook Artworks, for members only. Members share their artwork, accept art challenges and participate in monthly contests. Art Calls, listing nationwide competitions, art fairs, and other opportunities, are sent out periodically to members. Members and Iowa galleries can link their individual websites to Iowa Artists' website. Galleries have extended invitations to exhibit at their gallery after viewing some of the members' websites. Iowa Artists also maintains a list of members who have 25 unified pieces of art ready to hang should a gallery suddenly need a show due to last minute changes in plans.

To learn more about Iowa Artists and how to become a member, go to <https://www.iowaartists.us>. Iowa Artists links artists to opportunities.

Amended resident membership rule!

The board voted to change the eligibility for being an Iowa Artists member since we have many "snowbirds" who live in multiple states. If you have any questions regarding this change in wording, please contact a board member.

II. Membership

Any adult, eighteen (18) or older, an Iowa resident of good report, interested in the purpose of Iowa Artists shall be eligible for membership. An artist shall be considered an Iowa resident for membership purposes as long as he or she maintains an Iowa residence with an Iowa mailing address, even if they don't live in the state of Iowa 12 months out of each year. Membership becomes effective with payment of annual dues.



Danna had all the items we needed for the class packaged super nice in ziplock bags for each person taking the class. That wowed us right from the start!

Becoming An Artist . . .

By: Danna Fruetel

In the spring of 2017, I went on permanent disability. I had full use of my hands and my head and my creativity. That was enough for me to be just fine. I was in a space of time where I could finally do art. A dream come true for many of us, yet I had no idea how to pursue this dream of being a successful artist. The very thought of hanging any of my art in a gallery let alone having a solo show was a long shot at best.

How did I get from that moment in time to now? I have had one solo show and 3 more in the next 2 years. My pieces have been hung in galleries all over the world and I teach workshops whenever given the chance. I want to share some of the things that have helped me. I hope they help you, too.

- Your attitude and self-confidence are important. I put this first because everything you do starts with these two things. If you do not believe in yourself, then why would you expect anyone else to?
- Treat your art like a job. Set aside time for it daily. Would you leave a regular job if a friend called and asked you to coffee? Would you get side-tracked by other things if you were at work? Even setting a few hours of uninterrupted artwork time in a week could really help in your success.
- Create an art style that sets you apart from others. Galleries like different. They want to see something in your art that they don't see in everyone else's. It will more than likely take you time and practice to find that thing that will set you apart. It is worth your time to put in the work.
- Only create work that looks professional, right down to the framing. Go to a gallery and look at what they have hanging there. Are the frames chipped, dented, or falling apart? Probably everything you see hanging there is something you would be proud to hang in your own home. Remember that when you are putting the finishing touches on your own work.
- Learn how to take pictures of your art. Most shows and calls for entries require a digital image file of your work. A bad image file will disqualify you automatically. It doesn't matter how wonderful the art really is.
- Read the rules of a contest carefully. It is not the responsibility of the officiators of the contest to make sure your art matches the contest rules. This includes image sizes and the naming of the image file. If you submit a piece and you haven't followed the rules, then your file won't even be looked at. Most art calls won't inform you why your image wasn't selected.
- Connect with other artists and become as involved as you can in your surrounding art world. An artist should come out of their studios and be a part of their art community. Networking within groups of other artists helps to promote yourself along with your art. This is how you learn what is going on and who is planning shows. This is how galleries hear about you. Galleries show a certain respect to an artist that has been on art boards and knows other artists.
- Go to galleries in person. This has probably been the number one thing

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that has helped my art career over the past 2 years. Take a day trip and shake the hands of gallery owners. Introduce yourself, show them what you do. Be proud of what you do. Galleries are more likely to show your work if they have met you in person. It shows them that you are serious enough about your work to come out from behind a computer and do more than just send an email.

- If you're not enjoying yourself, then don't do it. If you are loving what you are doing, then that should be enough to motivate you to continue. Others will see the joy in the work you produce. In the same way, they will see the frustration if that is how you felt at the time.
- Develop a stunning website. Having an online platform for your art is just a part of marketing strategies in this day and age. This is where most everyone goes to get to know your art better. Along with the website, be sure to have business cards at least to hand out to galleries. Having a rack card is even better, as more images can be put on those.

I hope this list is enough to get you thinking about how to take a serious step towards turning your art into a career you can be proud of. It all starts with your passion for what you do and the desire to inspire someone else to follow their own passions.

Exhibiting Artists List - Another Perk

We have had a few galleries again ask us to help them fill some of their exhibition dates. We posted this art call first on our private Facebook page, Iowa Artists Artworks.

One of the benefits of Iowa Artists is we keep a list of artists in our group who have enough work (10-25 cohesive pieces) to exhibit when our partnering Iowa galleries need to fill an exhibit time. The art directors often request our help in making sure they always have new fresh art in their galleries/museums. It is the art director's discretion on who they choose for the exhibit. Many of those on our list have been able to secure solo exhibits in the past year or coming year. If your name is on this list and an art director contacts you, you are responsible for delivery and pickup of your art, sometimes hanging of your art, and title cards along with any other instructions they request to hold a successful exhibit.

If you are an artist who is interested in having your name on this list, please email your name, website URL or attach photos of examples of your work and the medium(s) used to fineart@deannaskokan.com.

Iowa Artists is here to help you grow as an artist. We know not everyone is ready to exhibit nor does everyone have this desire, but if your work is ready for a cohesive display, please consider this benefit we offer. If you have any questions, please do not hesitate to ask.



Welcome to our New Members!

Help us welcome the following new members to Iowa Artists!

| | |
|-----------------|-----------------------|
| Ashley Anderson | Shirley Konz |
| Seth Anderson | Christine Mattson |
| Tonya Balik | Terry Moore |
| Esther Barahona | Johamy Narvaez |
| Katie Brooks | Christine Noel |
| Anja Brown | Susan Patain |
| Jackelen Brown | Jeff Platt |
| Ann Carter | Katherine Potter |
| Lory Chaplin | Jennifer Richter |
| Sandra Devick | Thia Rolfes |
| Ruth Deutmeyer | Cindy Roth |
| Patty Dornacker | Kris Sarver |
| Marilyn Dorr | Shannon Savick |
| Jane DuChene | Nancy Scherer |
| Suzanne Evans | Kathy Sieren |
| Troy Folkerts | Lydia Sproull |
| Mayela Fonseca | Marilyn Terlouw |
| Janet Kratzer- | Jane Tucker |
| Stephan | Carol Wacha |
| Lyra Halsten | Marc Wallace |
| Sharon Hays | Theresa Walton |
| Jennifer Hess | Sherry White |
| Christal Hirst | Nancy Wright |
| Joyce Hoepker | Debra Yellick-Manly |
| Amber Inghram | S. Danielle Zimmerman |
| Jorja Kemp | |

Keep telling your friends about Iowa Artists and be sure to share on your social media.

<https://www.iowaartists.us>

Iowa Artists Online Art Competition Entry Form

Entries accepted starting January 1, 2022. Please email this entry form and one picture of your entry for 2D division or two pictures (different views) for 3D division to iowaartistsofficial@gmail.com.

Your 2022 Iowa Artists dues must be paid by February 28, 2022, the entry deadline, in order to be eligible for the competition.

Name: _____

Address: _____

Email Address: _____

Phone Number: _____

Region/County: _____

Division Entered: 2D OR 3D (please circle)

Title: _____

Date Created: _____

Dimensions: _____

Medium: _____

Signature: _____

I give permission for my entered artwork photo to be used on social media, including the Iowa Artists website at www.iowaartists.us or Iowa Artists Facebook pages, and the Iowa Artists newsletters for promotional purposes.*

***I give permission for my artwork to be used by Iowa Artists on social media. _____ (please initial)**

Winners will be notified by March 26, 2022. The date/time of the Zoom awards/critique will be announced once winners are notified. This will be recorded for members to view.

Membership Online Winter Show 2022

Our online show was such a success last year as we quickly adapted to the COVID pandemic and not being able to hold many of our in-person regional art shows that we are holding another online show to start off 2022. It gives all Iowa Artists members a chance to show off their work and vie for cash prizes.

There will be two divisions, 2D and 3D, again. Prizes will be awarded in each division for First Place (\$50), Second Place (\$40), Third Place (\$30) and Honorable Mention (certificate awarded for number of Honorable Mentions at the discretion of the judge). **Each member can enter 1 artwork between January 1, 2022, and midnight February 28, 2022. There is no fee to enter as this is a benefit of your membership in Iowa Artists; however, your dues must be current for 2022 at the time you enter.** If you are unsure of your membership status, go to <https://www.iowaartists.us> and at the bottom of the main page is a black button to click on that says "Current Membership."

To pay your \$25 dues for 2022, you can use a credit card using the PayPal button on our website or you can send a check written to Iowa Artists for \$25 and mail to **Iowa Artists, PO Box 1474, Newton, IA 50208-1474.**
***Note: We have a new PO Box to mail all membership dues to.*

The rules for accepted 2D and 3D art for the Online Winter Show 2022 are the same as the regional shows (see below) with the exception of only one entry is allowed. As this is an online show, art does not need to be framed. When you submit the photo of your art, please crop out any background or framing material. Please submit one high-resolution photo (300 dpi recommended) of your art for 2D entries and two photos for 3D entries by emailing your entry to iowaartistsofficial@gmail.com. Then fill out the online form on our website under the Art Events Tab.

With Fall's beautiful palette of colors all around, now is the perfect time to start working on your entry. Watch your email for more information in the coming months.

Our judge for the 2022 Online Show is Linda Heath-Clark, who is a Master Scratchboard Artist, (MSA) in the International Society of Scratchboard Artists, (ISSA) and an Associate with Distinction in the American Women Artists (AWA). Her art can be found at her website, <https://lindaheathclark.com> or at Sparrow Gallery in Sacramento, California, and Placerville Art Gallery in Placerville, California. Linda's art has been published in the Special Issues of Artists Magazine, November 2021.

Rules:

1. Create your choice of artwork for submission. This can be either 2D or 3D art. There will be two divisions, 2D and 3D, with winners from each division. It must be created within the past two years and not previously entered into an Iowa Artists-sponsored juried event. We want to encourage artists to keep creating at the present time. No work created prior to 2020 will be accepted. Please post the date you completed the work on the entry form. One entry allowed per member.
2. No digital paintings or prints are allowed. We want to keep this contest to its truly creative form with only original works done by hand and not computer aided.
3. Submitted artwork must be your original work and copyright must be owned by you, unless you have written permission by the photographer. No copying of artwork by other artists or artwork done in a class or workshop allowed.
4. For your one entry, one photo of 2D artwork or two photos of 3D artwork may be submitted. Entries must be emailed to: iowaartistsofficial@gmail.com by midnight on February 28, 2022.

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5. Selected artwork for 1st, 2nd, 3rd place and Honorable Mentions (number chosen at judge's discretion) in two divisions, 2D and 3D, will be showcased on social media, including but not limited to Iowa Artists Facebook page, Iowa Artists Artworks Facebook page and Iowa Artists website at <https://www.iowaartists.us>.
6. Due to posting on social media, no artwork depicting nude figures will be allowed in keeping with our by laws. Please keep artwork entry appropriate for family viewing.
7. Artwork may be sold at any time before the end of the contest. This will be an online showcased event only, and artworks will not be physically shown in a gallery.
8. Competition opens **January 1, 2022**, and ends at midnight **February 28, 2022**.
9. Winners will be notified by March 26, 2022.

2D submissions allowed include:

Oil or water-based mediums or any combination (oil, water-soluble oil, watercolor, gouache, egg tempera, acrylic)

Pencil, colored pencil, charcoal, graphite, pastel, Conte crayons, pen, chalk, chalk pastels, oil pastels, markers, ink or any combination

Scratchboard with combination of accepted medium as above

3D submissions allowed include:

Jewelry - overall concept and major embellishment must be of the Artist's own creation, of normal size, and handmade from an original idea

Fiber & Textile - baskets, mats, weaving, batik, rugs, hangings, fiber, quilts and printed textiles employing an original design and imagination

Ceramic - pottery, figure and objects produced on a potter's wheel or molded by hand, fired and glazed

Glass – blown, fused or stained glass of original design

Sculpture – wood, stone, metal, paper-mache or mixed material, of normal size, handmade from original ideas

Share Your Images And Articles

Please feel free to contact me if you'd like to share any photos and/or articles for the 2022 Winter Iowa Artists Newsletter.

If you send photos make sure that they are high resolution - like 150 to 300 dpi which means dots per inch. Please send 1 to 4 mega pixels or more. Low resolution images are not accepted.

Save image(s) as .pdf.

I'd be glad to help if you have questions regarding size and resolution.

Please send to Sue Biederman at sbiederman@evertex.net