

UPCOMING EVENTS

MARCH 5, 2022 1:00 PM

Bonita Springs National Art Festival

Join us at the Bonita Springs National Art Festival located at Riverside Park (10450 Reynolds St, Bonita Springs, FL 34135

MARCH 12-13, 2022 10:00 – 4:00

Annual Harbor Arts and Music Festival

One of our own, Peggy Keigley, will be a vendor at the Annual Harbor Arts and Music Festival at the MarGood Harbor Park in Goodland. Please consider coming out to show her our support.

MARCH 26, 2022 1:00

6<sup>th</sup> Naples Fine Art Show at Naples Italian-American Club

Join us at the 6<sup>th</sup> Naples Fine Art Show at Naples Italian-American Club, 6034 Airport-Pulling Road, Naples FL



NEWSLETTER

Volume 1 / Issue 1: March 1, 2022

WELCOME TO OUR FIRST MONTHLY NEWSLETTER!

As we grow, we have found it harder and harder to get the group together, yet there are times we need to get some important information out to our membership. To help resolve this issue, we are implementing a monthly newsletter. We will utilize this format to get important information to you on a monthly basis, so let’s jump right into it!

Welcome to our new Member(s).

- 1. Ursula Cappelletti; Ursula is an Acrylic and Mixed Media Artist who I first met through the COCO Gallery. We can’t wait to host her Artist Gallery Page on our website. Welcome Ursula!

What’s New?

Artist Gallery on our Website

We hope everyone has had an opportunity to take a look at our updated website. The biggest change on the website is reflected in the Gallery. We changed the gallery so it would better feature **your** work and help to get buyers connected directly to you. Each artist who has opted into having their work shown on the website now has their very own web page dedicated to their art. Visitors to the site can view your art, read your artist biography, or statement, and connect directly with you via your authorized email account. Each gallery artist is allowed up to 24 images on their web page, which we will update quarterly with new work you submit.

If you are not currently represented in the Gallery, all you need to do is send the following information to our email address: [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com) and a page will be created for you.

- 1. Your artist bio or statement in Word format
- 2. The email address you would like visitors to use to contact you about your work
- 3. Up to 24 jpg images of the works you would like displayed in your artist gallery. For each jpg, please provide the name of the piece. Some have found it easier to name the jpg the same as the name of the painting to make it easier to track. Note: all members will have the opportunity to update their Artist Gallery images on a quarterly basis to keep the site fresh and relevant.

If you have any questions regarding the setup requirements, please call JoAnne Crowson at 262-339-0382.

NEWSLETTER DIRECTORY

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## [Meet Our Artists on our Website](#)

All members are represented on our Meet Our Artist page, but some of the links to Learn More about the artist do not work as the artist has not provided the necessary information. Some artists have a stock image associated to their name instead of an image representing their art. To better represent each of you, we would like the following information sent to the [ArtGuildofNaples@gmail.com](mailto:ArtGuildofNaples@gmail.com) address so we can update your profile on the website:

1. A jpg of the piece you want to use for your introduction
2. A brief description of the type of mediums you create with
3. A link to your personal website or the email address you would like visitors to use when contacting you. If you prefer that visitors do not ever contact you, simply let us know and we will remove the Learn More button from your profile.

## [Meet Our Leadership](#)

A page was added to show the leaders of the Art Guild of Naples and provide access to their job descriptions.

## Membership Term Updates

When the Art Guild of Naples was formed, we stated that memberships would need to be renewed each year in July. Since our membership fees were very low, we did not offer prorated plans for members who joined late in the year. To ensure that each member receives the full value from their membership fee, effective immediately membership years are now based on the date you joined the Art Guild of Naples.

### **Our member benefits include:**

- Monthly networking events for artists
  - Website gallery page for each member artist featuring the work of the artist
- The ability to connect buyers to an artist through our website links, all with no commission required back to the Art Guild of Naples
- One to one coaching of artist on issues such as:
  - How to obtain the legal status to sell their work directly to the public
  - How to handle commissions
  - How to prepare for an art event
- Promotion of art events where are members are participating in newsletters, emails, and websites
- Our new Monthly Newsletter to keep members informed of the activities and events of the organization
- Monthly member meetings to discuss techniques, processes, and art resources to improve your art experience

Membership cards will be mailed to each member containing their member id and the expiration for their current membership.

The new membership fee is \$50.00 per year.

## Leadership Changes

### **Changes in our Vice President:**

Sadly, Priscilla Burg decided to step down as our Vice President due to personal reasons. We appreciate all of Priscilla's work over the course of the last year.

## Contact Us

### Art Guild of Naples

Telephone: 262-339--0382

Email: ArtGuildofNaples@gmail.com

Website: [www.ArtGuildofNaples.org](http://www.ArtGuildofNaples.org)

We are pleased to announce that Peggy Keigley agreed to accept the Vice President role. Peggy is a very active person in the community and her contacts throughout the Naples area will help her in her role as she searches new venues for our art shows as well as our other events.

## New Committees

Running a growing art guild takes a tremendous amount of time and commitment. We are a small group, who's stated vision is: ***To support the advancement of art at the local level and become a part of the Naples art community as a whole.*** This cannot be just the vision of the leadership but must be the vision of all of our members if we are going to live up to our vision. Until this time, there have been limited opportunities for

your involvement. That is changing now!

The following committees have been formed and will need member participation and support.

What was that phrase that we all had to type in typing class: Now is the time for all good men to come to the aid of ... Well, now is the time for all guild members to come to the aid of the Art Guild of Naples! We need the involvement of each and every one of you to be successful!

### Art Event Committee:

This committee will report directly to Peggy Keigley to assist in the acquisition of a suitable art show venue and to coordinate details surrounding our art shows. Remember, our shows allow great exposure (and sales) for each artist, so we need your assistance in coordinating these events.

### Communications Committee:

This committee will report directly to JoAnne Crowson and will be dedicated to making the community at large aware of our presence and to help grow our membership base.

### Non-Profit Designation Committee (Future Committee)

We are not quite ready for this step yet, but when we are this committee will work with our Treasurer, Vivianna Irizarri covering the legal and financial obligations the guild will incur as a non-profit organization. This committee would greatly benefit by the participation of any member who has access to any pro-bono work in the tax accounting or legal fields. If you (or if you know someone who) will do pro-bono in the tax accounting or legal field, please contact Vivianna.