

UPCOMING EVENTS

Tuesday, January 17,
2023 1:00 PM

Member Meeting

Bring a Friend Event!

Location: TBD

NEWSLETTER DIRECTORY

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ART GUILD OF NAPLES

NEWSLETTER

Volume 2 / Issue 1: January 1, 2023

HAPPY NEW YEAR!

We hope everyone came through the holiday season healthy and filled with the love of family, good food, and inspiration! I for one, cannot wait to see what this year brings for each of you and our organization! I feel that big things are coming for all of us!

AGON FEATURED ARTIST

Congratulations to Jody Futterman for being selected as our current Featured Artist. Please learn more about Jody and her beautiful work in pastel and acrylics from the Featured Artist article on the AGON website!

AGON GALLERY PAGES

Each quarter we offer our members the opportunity to update their AGON Gallery pages. Please take a minute to review your gallery page to determine if you would like it to be refreshed with your current work. If you would like your gallery page updated, please follow the instructions on the website to submit your changes. (<https://uploads.documents.cimpress.io/v1/uploads/d397b74a-eba3-4d95-bb0e-94a722dedb55~110/original?tenant=vbu-digital>). Remember, we allow each member to display up to 24 images on their gallery page.

AGON MEMBER MEETING NEWS

January 17, Member Meeting

Location: Art Edge Gallery, 2180 J And C Blvd, Naples, FL

Everyone should have received an email link from Signup Genius very soon to sign up for the January meeting. If you did not receive the email, please feel free to use the link below to register for the January meeting.

Please note, if you signed up for the meeting prior to December 31, 2022, the meeting location has been changed. We have a new member joining us who has a studio/gallery in the Naples Art District, Sandee Mahler. Sandee has graciously offered her studio space for us to conduct our meetings.

<https://www.signupgenius.com/go/10C0E4FABA722A2FEC52-agon4>

This is a 'Bring A Friend' event, so feel free to bring any friend who has not yet attended 3 of our open meetings. (After three meetings a guest must join to attend future meetings.)

Remember to bring one piece of your work to share with the group and encourage your guests to bring an example of their work as well!

We are still searching for a location for the January meeting, and will advise the location shortly after the new year.

Are you interested in hosting an Art Guild of Naples Meeting in your home? If so, please contact JoAnne Crowson at ArtGuildofNaples@gmail.com.

AGON OUTING TO ART ALIVE

Wednesday, February 1, 2023

1:00 – 4:00: Art Alive, 5850 Shirley Street, Naples, FL

Join us as we walk through the studios of the 101 member Naples Art District. This is a wonderful opportunity to meet the artists who are working in their studios.

Use the following link to register yourself and your guests for this event.

<https://www.signupgenius.com/go/10C0E4FABA722A2FEC52-agon3>

ART TIDBITS

(Art Tidbits is a new section for the newsletter where we can share art related tips or information. If you have something to share, please send it to ArtGuildofNaples@gmail.com so it can be included in our next issue,)

You've signed up to be a vendor in an art event...now what?

Signing up to be a vendor in an art fair is a big step...congratulations!

Are you ready? Do you know what to bring to the event? Sometimes it's the obvious things we forget to have on hand so we have prepared a little cheat sheet of things you might want to consider before your vendor event. We hope this helps you prepare.

1. Your Art

- a. Plan which pieces you plan to bring to the show. If you are new to the vendor world, it might be beneficial to do a test run of your display so you know exactly which pieces will fit into your display space.
- b. Consider attaching a sticker or business card to the back of your artwork to remind the buyer exactly which vendor the art was purchased from and encourage them to view your other works on your website.

2. Tablecloth

- a. Most vendor events require that you cover your table with a tablecloth that extends to the floor. You can use whatever color you want, but black tablecloths are pretty standard as they don't show marks and dirt as easily as some other colors might. These are fairly inexpensive and easily obtainable on Amazon. For a 6-foot table, you will need a rectangle tablecloth approximately 90 x 132 inches.

3. Table

- a. Find out if you are expected to bring your table, or if the organizer of the event will provide tables. If the vendor is providing the tables, verify the size of the table. It is fairly standard to use 6 ft tables, but you will need to verify this with your event organizer. If you must bring your own table, they are fairly cheap and easily available from Amazon, Walmart, Target, Costco, etc.

4. Price Stickers

- a. Art that is clearly marked with a price will sell easier than unmarked pieces. Don't force people to ask the price as they may be too shy and never ask. Clearly marked prices give customers confidence that the price charged is the same price no matter who is purchasing your art. You can purchase small, quarter-sized round price stickers next to your piece. Be careful about attaching price stickers directly to your work or the frame as they can be difficult to remove, and it has the potential to cause damage to your art or the frame. (I learned this the hard way.)

5. A Method to Display Your Art

- a. Vendor events do not allow you to hang your art in the venue so you must decide how you want to display your art. Options for displaying your work include table easels (for small works), floor easels for larger works, or a wire grid panel with T-based floor stand from which you can hang your art.

6. Business Cards

- a. It is recommended to have business cards available for customers to take. Even if they didn't make a purchase today, they could contact you in the future about a piece they saw or to arrange for a commission.

7. A Method to Receive Payment

- a. Determine the types of payments you will accept; cash, credit card, checks, Venmo, Zelle, etc.
- b. Bring enough cash along with you to make change for those cash buyers but be sure to have a method to keep your cash box out of sight and secure.
- c. If you are accepting credit card payments, obtain a free Square reader (or other vendor device) to process your credit card sales. Be sure to setup your card reader app prior to the show with the products you will be selling, setup the tax rate on the card reader so it automatically charges the appropriate sales tax (7% in Collier County), and practice running a few transactions through and reversing them to become comfortable using the device prior to the vendor event.

8. Determine How to Package Purchases

- a. Help your customers keep their purchase safe until they get it home. Provide a plastic slip, gift bag, or box to package their purchase. For larger pieces, consider using shrink wrap to package the piece so it is not damaged while the customer transports their purchase. I always like to add a sticker with my business name on my packaging, so they remember which artist they purchase the piece from. Make it easy for them to reach you in the future for additional purchases.

9. Optional Supplies

- a. Scissors
- b. Tape: Both Scotch tape and duct tape can come in handy
- c. Signage for your booth to identify you to your customers and/or collectors.
- d. Paper and pencil: Be prepared to write down specifics for commission orders
- e. Clipboard and form to capture customer names and emails (if not captured on your card reader device). This makes it easy for you to follow up the sale with a thank you after the show.

SAVE THE DATE

JANUARY 17, 2023 AGON Meeting	AGON Monthly Meeting – Bring a Friend Event Time: 1:00 – 3:00 Location: TBD
JANUARY 22, 2023 Naples Reserve Artist's Stroll & Shop 2023 Sun Jan 22nd 1:00pm - 4:00pm	Vendor Opportunity InsideOutsideArt Show Naples Reserve, 14891 Naples Reserve Cir, Naples, FL 34114, USA Vendor fee \$40 Identify yourself as a member of the Art Guild of Naples when registering.
FEBRUARY 1, 2023 ART ALIVE – Naples Art District 1:00 Art Alive	AGON Group Excursion 101 Naples Art District artist members invite visitors into their working studios located just north of Pine Ridge Road on Shirley Street, J & C Blvd and adjacent streets. This is a wonderful opportunity to meet our local artists who are often doing live demonstrations and to purchase or commission original art direct from the artist.

Do you have more dates that should be announced? If so, please forward them to ArtGuildofNaples@gmail.com so they can be added to the website and future newsletters!

MEMBER RECOGNITION CORNER

JoAnne Crowson's piece 'Own Your Dreams' is included in the Biafarin Awards December exhibit!



JoAnne Crowson



Own Your Dreams

Mixed Media
on
2022
W:28 H:24 in
Code: AW127418104
Artist: JoAnne Crowson

showcased at



Biafarin Awards

organized by



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Do you know of any of our members who have achieved a milestone either in their art career or personal life? If so, please pass the information along to ArtGuildofNaples@gmail.com so we can all celebrate the occasion with them!

If you have received an award or know of another of our members that have been recognized for their work, please send a message to artguildofnaples@gmail.com so we can honor the artist. We want to celebrate all of our artist's achievements!

Contact Us

Art Guild of Naples

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