



# PERSPECTIVES

Celebrating 50 Years of Fine Art

BRANDON LEAGUE  
OF FINE ARTS

Volume 51, Issue 9  
November, 2010

**Terry and Dori Klaaren will present two completely different approaches to Plein Air Painting  
November 15th Program—7:30 p.m.  
At Center Place, Adjacent to the Brandon Library**

Terry and Dori Klaaren will be the featured speakers at our November meeting. Terry is a muralist and scenic painter, and Dori enjoys creating watercolor pointillism paintings with aquaill pens.

**They plan to present two completely separate but equal approaches to plein air painting. They will present ideas, tips and packing ideas for painters who hike into the wilds to catch a scenic view.**

The Klaaren's quest is to paint in as many National Parks, Historic Sites and Monuments as possible. "Have Brush – Must Travel" is their motto.

Terry is a recognized award winning fine artist creating in oils, acrylics, pastels and watercolors. Dori creates studio works utilizing self-discovered techniques in textiles and collage as well as pointillism in aquaquills [watercolor pens], acrylic paints, and pen & ink.

**This is a program you will not want to miss.**

**Paint it – Take it**  
Small Pointillism

Watercolor

**6:30—7:15 p.m.  
prior to meeting.  
Supplies provided.**

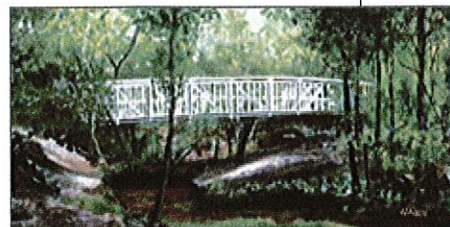
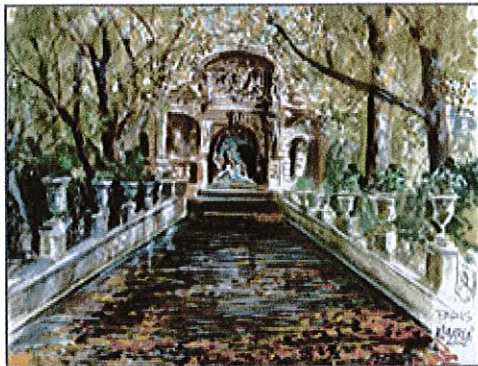
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Bottom Left: Medici Grotto—Paris (Painted plein air)

Middle Bottom: Trout Creek Bridge, Thonotosassa

Left: Amsterdam





## President's Note: Tim Mandese

Dear Members,

It's November already and it's election season. By the time you read this, we will have had our national and local elections. Hope everyone got out to vote? You only have one more slate of officers to review now, and that's the BLFA. We still have a couple

of key slots open for 2011 and if you would like to toss your name in the ring, PLEASE do so. Anyone who steps up will have the full backing of the BLFA board for assistance and guidance. Remember, it's our members participation that has allowed the league to continue as it has for over 50 years. We have some excit-

ing changes coming for the BLFA in 2011, so look for the slate of officers below and we'll see you on the 15th for the meeting!

Tim Mandese  
President 2010

## November 15th, Monday, Paint-Out

### Paint-Out at Dixie's Dockside in Gibsonton

The Paint-Out will be held on Monday, November 15th from 10:00-2:00PM. Dixie's Dockside is located along the Alafia River in Gibsonton. For those of you who made it to the paint-out at the Beer Shed, it has a very similar set-up. Please pack a lunch. Bathrooms are available.

#### Directions:

**Dixie's dockside** is located at **9808 Vaughn Street Gibsonton Fl. 33534**

Take I-75 to exit 250 (Gibsonton Drive) Go West 3 blocks until you come to Vaughn Street. Make a right. Follow Vaughn Street to the end.

Contact info: Stephanie Grimes: Phone: (813) 661-2905 or (813) 695-6473

email: [artisteff@yahoo.com](mailto:artisteff@yahoo.com) . Call or email with your suggestions.

## JANUARY 11, 2011— Field Trip: New Dali Museum

Also, We are planning a field trip to the New Dali Museum that opens up on January 11th 2011. I would like to plan our field trip for the last weekend in January. Car pooling will be available. We will be discussing it in more detail at the next BLFA meeting.

Stephanie Grimes, Paint Out chairman

**Notices:**

**MARK YOUR CALENDAR!**

**CHRISTMAS PARTY: DECEMBER 20th**

**Brandon League Banquet & Christmas Party**

**Monday, December 20th at 6:30 pm**

Please note the time is 1 hour earlier as we plan to have the buffet.

**Deadlines & Receptions**

Historical photos on display in December at Center Place.

Reception and Open House for the Gift Shop:  
December 2nd, Thurs. 5:30—7:00 p.m.

**FACEBOOK—BLFA**

To Join:

Visit [www.blfa.us](http://www.blfa.us)  
click the link on our  
site's menu and it  
will take you right to  
the page. You can  
link directly to our  
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**Munchies — November 15th Meeting**

**Munchies list for November meeting:**

- Emma Bibeau** ▪ **Nancy Kirkpatrick**
- Tim Mandese** ▪ **Felix Velazquez**

**Emma Bibeau, Chairman, 813-677-6314**  
**Thanks for our volunteers.**

**NEW MEMBER:**

**Patty Sisco**  
6012 Flatwoods Manor Cir-  
cle  
Lithia, FL 33547  
813-681-6233  
[sketchand-  
sip@tampabay.rr.com](mailto:sketchand-sip@tampabay.rr.com)  
[www.sketchandsip.com](http://www.sketchandsip.com)  
Painter  
E-MAIL newsletter  
FAMILY Membership

**Center Place's 3rd Annual  
Santa's Holiday Workshop**

**Saturday, December 4th**

**11:00-2:00 p.m.**

**Children grades K-5th**

Donate toys for a non-profit  
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for the holidays.

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**<http://www.centerplacebrandon.org/>**

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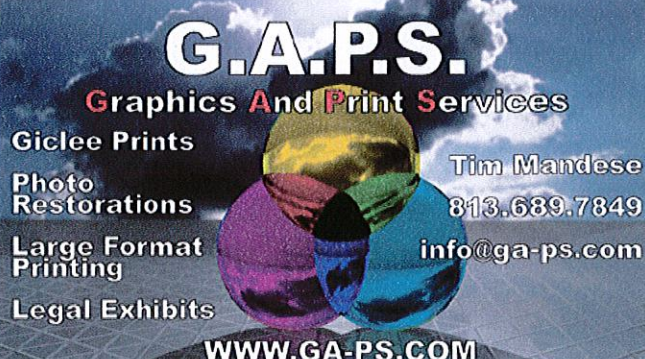
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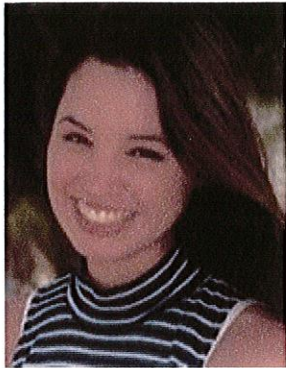
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To be included in the Business Card Advertising - email: Roxanne Tobaison—[roxtob@verizon.net](mailto:roxtob@verizon.net) — Space is \$25.00 for one year.

## Getting to Know Your New Editor for 2011

### Dawn M. Wayand



I would like to take a moment to introduce myself as the new editor of and a contributor to the *BLFA Perspectives* newsletter that you receive each month. My name is Dawn M. Wayand. I will be taking over duties in January and I have some wonderful additions for the newsletter that I hope you will find fun, entertaining and informative. You may have already noticed some feature articles added to the newsletters for November and December. I hope that you have enjoyed those thus far as there is more to come.

At 34, I am a UCF graduate in the area of Legal Studies and work full time for a law office. I am back in school at Eckerd College to study Humanities, Creative Writing and Visual Arts. You may know me from my involvement in many art groups in the Tampa Bay area.

I work primarily in photography and have won many awards, sold many works and have networked with many groups to try and get as much information available to you as possible. I dabble in all other sorts of mediums such as painting, drawing and mixed media. My art career started 9 years ago when I started traveling and learning to capture the world in photography around me. Since then, I have improved in all of my areas of art with practice. I believe we learn as we go and get better with age.

My general advice to aspiring artists is to never give up and try everything, even if you think you may fail. You will never know if you do not try. Another tip is to have self-confidence in your work. Do not hold back from showing your work or talking about your work as that is what will sell your work. And my number one tip is to network, network, network. Get involved in as many groups and opportunities that come your way. You never know where they may lead you!

One of the additions to the newsletter will be an Artist Spotlight where I will interview artists within the BLFA and publish some of the questions of the interview for everyone to get to know each of the artists in our organization a bit better. I would like to take this time to extend an invitation to you to be in the spotlight for the newsletter in the upcoming months. This is a great opportunity for you to get some additional exposure for your work.

I am available anytime most weekends, will come to a coffee shop near you for the interview and treat you to your favorite beverage. If you are interested, please email me at [dwayand@yahoo.com](mailto:dwayand@yahoo.com) with your availability for the next few months and I will respond back to coordinate the date and time. The interview should only take 30-45 minutes and will basically just be questions about yourself, your work and a little self-reflection. I hope that you will take advantage of this opportunity to become more involved in the BLFA and our publication for our members. I am looking forward to hearing from and meeting you!

Thanks,

Dawn M. Wayand

## **Tips for Putting Your Best Foot Forward Vending at Art Fairs**

**By Dawn M. Wayand**

Turning your art hobby into a serious business takes a lot of practice, skill and patience. One way to venture into sales of your art pieces inexpensively is through local art fairs. There are many tasks involved in a successful art fair. Having experience in vending in art fairs myself, I have learned what sets apart a successful art fair from a flop. Below are some tips to help you put your best foot forward when vending at an art fair.

### **Be Available to Sell Yourself and Your Work**

Many artists tend to be timid about their work and therefore hide from their potential customers and do not engage in marketing conversation. One of the top reasons people buy art is because of the story behind the piece that the artist spins. If you are sitting on a stool in the back of your canopy just watching people look at your art, most likely people may admire your work but not buy because you are not out talking to the people about your process or inspirations behind the pieces. Jump out there and engage in conversation. People collect art and show off the art they've bought by reiterating the story you have spun behind the piece. People want to know about you as the artist as well as what inspired the work.

### **Ask Engaging Questions**

People buy art for only a few reasons: 1) The story behind the piece that the artist spins, 2) aesthetics, and 3) because the art reminds them of a memory they have within their own experiences. If you ask questions of a potential buyer, you may find that you have something in common with that person or may have something that the potential buyer might be interested in. Ask them if they are looking to fill a space in their home with a particular piece, interests that they may have and the colors of their potential wall space: these are things that might help you find a piece that is suitable for their needs. Again, telling the story behind a piece also sells a work. Finding something in common with your buyer is also important. I am mainly a photographer and I found a couple that was interested in a photograph that reminded them of the destination they went to for their honeymoon. I made the sale just on the fact that I had something that reminded them of a fond memory they had experienced for themselves.

### **Organize Your Booth**

It is important that your work flows within the booth so that it is not cluttered and overwhelming. Pick pieces that flow and work well together. Do not overflow your booth with countless pieces as when a buyer comes to browse, keep in mind, people need to have a place to rest their eyes. Cluttered booths are overwhelming and sometimes detract a buyer from even perusing through your work. Have a clean and organized booth that clearly sets out your theme and your prices. Do not hide your prices. If you do, buyers may think you are sizing them up and determining the price based on them as a customer. Be firm, confident and consistent: this shows integrity.

### **Pricing**

It is important that even if you have very valuable pieces that you are selling for quite a bit of money, that you also offer works at a low value for new collectors and first-time buyers. Offer specials. When marketing, specials have worked well in my favor and get customers purchasing more than what they actually intended to buy.

### **Patience**

Remember that not everyone will like your work, so develop a thicker skin as there will be people that love your work. Also remember that many people love art and love to admire art, but cannot afford it at that time. Do not regard these people as tire-kickers. Give out your business card anyway. You never know when those people might have a change of heart or financial situation and want to purchase your work.

## Slate of Officers Committee Chairman 2011

President - Tim Mandese  
Vice President— Stephanie Grimes  
Secretary, Meetings—**OPEN**  
Treasurer— Felix Velasquez

### COMMITTEE CHAIRMAN

Artists Reception, Center Place	Melinda Albritton
Artworks Open Show	<b>OPEN</b>
Monthly Meetings refreshments	<b>OPEN</b>
Fundraising/ Christmas Party	Doreen Donovan
Greeter	Stephanie Grimes
Hanging at Center Place—	Nancy Sanchez, Chairman, Gunni Price, Andrea Dwight , Emi and Dick Evans
Historian	Peggy Little
Members Show	Roxanne Tobaison
Membership	Judy Johnson, Melinda Albritton
Monthly Programs	Bonnie Philips
Newsletter	Dawn Wayand
Paint Out, Field Trips	Stephanie Grimes
Photography	Dick Evans, Tim Mandese,
Publicity	Alice Suarez Velazquez
Revolving Exhibits	Marsha Nelson
Secretary-Board Meetings	Bonnie Phillips
Scholarships	<b>OPEN</b>
Web Site	Tim Mandese

## Membership Renewal Form For 2011

To join or renew membership in the Brandon League of Fine Arts, please either pay at one of the general meetings or by mail. Please make your check out to BLFA. and mail this form with your payment to BLFA Membership, P.O. Box 451, Brandon, Fl. 33509

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ St. \_\_\_\_\_ Zip: \_\_\_\_\_

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Please send newsletter by E-mail

(this saves BLFA money each month.....files are sent in Microsoft Publisher doc or a PDF file.)

Please contact me about being a League volunteer (Interests—comments)

Please contact me about BLFA web site (Fee to be included is a one time \$20 fee) [www.blfa.us](http://www.blfa.us)

Type of Membership (Please check one):  Individual - \$30  Family - \$40

**BRANDON LEAGUE OF  
FINE ARTS**



Newsletter Editor  
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Vice President— Minnette Webster  
Secretary, Meetings—Melva Brevard  
Treasurer— Felix Velasquez

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Scholarships — **OPEN**  
Web Site—Tim Mandese  
Workshops — **OPEN**

The BLFA **general membership** meetings are held monthly in the Mook Gallery of Center Place generally on the **3<sup>rd</sup> Monday of the month at 7:30 PM**. **Paint-it Take-it** starts 6:30 to 7:15. The programs are given after the meeting adjourns.

Please note that there are no meetings in June and July.

**Center Place is located at 619 Vonderburg Dr., Brandon. From SR 60, go south on Parsons 3 blocks to Vonderburg and turn right. Then turn right into the first driveway. Center Place is located in the Sandy Rodriguez Center adjacent to the Brandon Regional Library. Center Place Phone (813) 685-8888.**

The BLFA **board meetings** are held monthly at Hawthorne Place on Lumsden Road in Brandon on the **1<sup>st</sup> Monday of the month at 6:30 PM**. There are no board meetings in June and July. **Any member can attend board meetings**. Please call the President or another board member if you need directions or want more information.

**This newsletter is published by and for the Brandon League of Fine Arts (BLFA). News items send to the editor, Roxanne Tobaison by E-mail to : [roxtob@verizon.net](mailto:roxtob@verizon.net) or call me at (813) 685-1627.**

\*\*\*\*\*Please note: submissions for newsletter should be in writing or by email so as to get the information correct.