



VIRGINIA EQUINE ARTISTS
ASSOCIATION

The Association for Virginia Equine Artists and Photographers

MAY 2020

Letter from the President

Hello fellow members,

I hope this finds all of you in good health and coping with the trials of our world these days. These are strange and uncharted times, but the human spirit will prevail!

Your Board members are keeping in touch and proposing new ideas to keep this group active and creating art. Often, in times of trouble, creating a work of art is soothing for the soul. And, no one needs to see that piece of art, except you! However, we would love to share your work with the membership, so please consider sending me some images. Details on "Your Page."

Eleszabeth



UPCOMING EVENTS!

Our Annual Meeting scheduled for June 27 has been postponed. We will keep you posted on the date, but probably not until Fall or later.

ART CONTEST! Details in the following pages

BOARD MEMBERS and Contact Information

President - Eleszabeth McNeel	E7Aquila@aol.com
Vice President - Debby Thomas	tthomas222@comcast.net
Treasurer - Wilma Bradner	Wilybrad@aol.com
Secretary - Renae Major	renae.major@gmail.com
Membership - Renae Major	
Marketing/Publicity - Marion Mercer	marion_mrcr@yahoo.com
Activities/Events - Debby Thomas	
Website - Wilma Bradner	
Social Media - Cyndi Pixley	cynthia.pixley@me.com
Workshops - open	
Gallery Shows - Donna Doyle	doyle9301@comcast.net
Booth Shows - open	
New Board member Carolyn Schofield	zephyrsfarm@gmail.com



ART CONTEST

The Board would like to invite the painters in the group (oil, watercolor, acrylic) to submit entries to win \$50 as the First Place winner in our First Online Art Contest!! Must represent horses or life with horses. Later, we will have contests for pencil, pastels, sculpture, and photography.

Please send a jpg file of your work to Debby Thomas at tthomas222@comcast.net by JUNE 1st, 2020. The winner will be announced by June 15, 2020.

Please name your files in the following format:

Name_Title.jpg (800 pixels on long side; 72 resolution)

No entry fee! Enter as many as you want!

The clarity of the photograph of your artwork is critical for our Judge to decide on the winner. So - we have asked a former member, David Everette (<https://davideverettephotogr.photoshelter.com/index>) to present an online mini course on taking a photograph of artwork to get the best image. We will notify you of the date.

Esteemed artist Booth Malone (<https://boothmalone.com/>) will be our Judge for this event.

NOTE: By entering this contest, the artist gives VEAA permission to publish their work on Social Media, as well as in our Newsletter. All artists will retain copyright of work presented.



YOUR PAGE



This is Charlie. He belongs to a friend who also happens to be my horse's massage therapist. At thirty-plus years he is enjoying his retirement. It's the smallest portrait I have ever done at 5x7 oil on canvas. Bigger is easier!

Featured Artist

VEAA Member and Treasurer, Wilma Bradner
www.wilmabradner.com

Please send jpg images and/or information on what you are working on at the moment. Please email to E7Aquila@aol.com. Need artist for August newsletter.



Zoom Meeting April 25, 2020

Present: Cyndi, Debby, Marion, Eleszabeth, Wilma, Renae

We were asked to email photos of art we are working on to Eleszabeth for the newsletter.

Eleszabeth informed us of today's on-line painting workshop by the Artists in Middleburg. Open to members only, if anyone wants to join.

Wilma reported a balance of \$2291.37. She included a list of former members who have not responded to renewal reminders. Eleszabeth will send a "letter of reconsideration" email to them, with a blind copy to Wilma. If they do not respond, they will be dropped from the current roster.

A reminder of the VEAA Facebook page will be included in the newsletter.

Those who have not sent their videos to Cyndi, please do so.

Cyndi has an account with Canva.com/design and showed the Board the graphics that are included. The cost is \$12.99/mo. If listed in the newsletter, it will be FYI and that it is not endorsed by the VEAA.

The board voted to pay for Zoom for one year. It may be used for our annual meeting, and in other ways as well to reach out to the membership. A Webinar is \$40 for a month.

If Zoom is used for the annual meeting, we'll need to get the membership up to speed on that program. Our hope is to be able to meet in person later in the year, although masks may be needed. We recognize that we need to reach out to our membership. One way to do that is through a virtual art show. First, we could have an art contest for painters. Debby will be in charge. Eleszabeth will ask Booth Malone if he would judge. Submissions for current or older paintings are due by June 1, 2020. These are not paintings for sale, and the artists retain the copyright.

Another informational Zoom meeting would be on how to photograph a painting. Wilma will ask David if he would do this.

Respectfully,
Renae Major, Secretary



For better or worse, Instagram is an essential tool for many photographers. Whether you use it to market your services, get your work out in front of a wider audience, or catch the eye of photo editors, chances are you're using Instagram in some way to promote your work. But in the wake of a recent court ruling, which found that photographers don't have a say on how their images might be used once they are uploaded to Instagram, many photographers are rethinking whether they should be sharing images to social media, at all.

Does this relate to you as an artist? Google "instagram copyright images" to read Instagram's policies and other information. Instagram also has a Facebook page with information.

A note from our Social Media Manager, Cynthia Pixley: "I read about the court case. Here's what happened. A photographer posted a photo. Mashable wanted to use the photo and emailed her, offering her \$50 to use it. She refused. So Mashable embedded the Instagram site with that photo they had wanted to use of hers. Because it was embedded, it circumvented her copyright because anything posted on a social network is public (in the basic sense.) That's what happens all the time when places embed a website, a YouTube video, etc. A more practical approach needs to be taken. It's definitely a hot topic, and if you use social media, one should consider. However, most traffic people get now days is because of their social media presence. I think it is practical to absolutely post older or less important work. But to not post, I think that's just as dangerous."



And, in other Social Media News,

VEAA member, and Social Media Manager, Cynthia Pixley, is using a tool to help her develop effective informational pieces (presentations, brochures, flyers, etc.) to use personally and professionally. She reports that the site is user friendly and easy to maneuver around the choices for completing the task.

Check out www.canva.com



Products and services provided in this newsletter are neither sponsored nor endorsed by Virginia Equine Artists Association and are intended solely for informational use for our members.



**Debbly Thomas' Workshop at Zephyr Farm
has been rescheduled to
October 31st, rain-date November 1st.**

Please contact Debby at tthomas222@comcast.net
for more information or to sign up
for this workshop!



Free Classifieds for Members!

**Send me info about art related items you
want to sell and it will be posted in this
monthly newsletter!**

Eleszabeth E7Aquila@aol.com

