

Minutes of the  
Society of Glass Beadmakers, Mid-Atlantic  
Summer Quarterly Meeting  
July 9, 2011  
Columbia Art Center, Maryland

**Attending:** Tracey Alfaro, Tommy Atchison, Julie Bahun, Pat Baker, Anna Bowman, Julie Delaney, Terry D'Addio, Cleo Dunsmore, Kim Edwards, Jinx Garza, Nolly Gelsinger, Deborah Gibson, Tuesdi Harmon, Gayl Harner, Bob Miller, Clare Nykolyszyn, Sandy Parlett, Alice St. Germain-Gray, Katy Stidley, Debby Weaver, and tiny guest Kendra Stidley.

**Show and Tell**

President Alice St. Germain-Gray welcomed everyone at 10:15, and opened the meeting by introducing the modified Show and Tell. Instead of splitting into small groups, in this unstructured version, everyone set out their tray of beads where they were sitting, and then roamed around to admire everyone else's beads. Members also enjoyed the sparkly dichroic Bead of the Quarter Display.

**Business**

At 11:00, Alice called the meeting to order, noting that with 20 members present we had a quorum.

Save these dates!

- ✓ **August 27.** In response to the board's call for a site for our informal, post-Gathering get together, Sandy Parlett has offered to host a potluck picnic at her home in Ellicott City, Maryland on Saturday, August 27, 5:30-ish. The chapter will cover a portion of the costs. Sandy mentioned that there is limited parking so start thinking about your carpool teams! We'll be sending more details in the coming weeks, but do mark your calendars now!
  
- ✓ **September 17.** Alice announced that the chapter will be sponsoring Color Theory for Bead Artists, A Workshop with Penny Diamanti on September 17, 2011 at the Columbia Art Center. Here's an excerpt from Penny's class description: "*Color influences our lives in countless ways, and as artists creating with color we share joy and challenges of using it to maximum effect. This workshop begins with a short lecture on the historical and cultural uses and symbolism of color. We warm up for hands-on exercises by playing with words about color and exploring our personal responses to our most and least favorite colors.*" Penny ran this workshop for the chapter several years ago to rave reviews and we expect this one will be just as much fun! We're still working out a few details, but we estimate the cost will be

about \$55, and we'll probably have between 8-14 slots available. Stay tuned for more info soon.

- ✓ **October 22.** Vice President Nolly Gelsing reminded everyone that our fall meeting date is Saturday, October 22 at the Columbia Art Center. Wale will be here and will be taking pre-orders. We'll announce more details as we get closer to the date.

Members were encouraged to let the board know about any leads they have for lectures and demos they're interested in by emailing [midatlanticsgb@gmail.com](mailto:midatlanticsgb@gmail.com).

Treasurer Kim Edwards reported that as of our last board meeting, we had a current bank balance of \$5410.69. At that time there were a few outstanding checks that hadn't yet cleared so the net balance is \$5830.88.

Secretary Jinx Garza called for a motion to approve the minutes from the April meeting which had been emailed to members and posted on the website in May. Debby Weaver motioned that we vote to approve them, Terry D'Addio seconded, all present voted "aye", and the April 2011 minutes were approved.

### **Committee Reports**

On behalf of **Gathering Postcard Project Coordinator** Shannon Stevens, Jinx distributed this year's chapter postcards to everyone present. Contributing artists got 10 cards each; the remainder will be used for promotional material at our chapter group table at bead shows. Many thanks go to Sally Stevens for the photography, Dylan Steele for the graphics and Shannon for design and coordination. These heroic volunteers donated many hours of their time to this project and we really appreciate it. Thanks also to the 18 members whose beads are representing the chapter this year.

Wearing her **Show Coordinator** hat, Kim Edwards reported that our chapter table did well at the Bead Society of Greater Washington show in May, where four of our members participated. The Northern Virginia Bead Society show is Sept 24 & 25. We are full with 6 members, but Kim encouraged people to let her know if they're interested, in case someone has to drop out.

**Beads of Courage Coordinator** Terry D'Addio announced that between SGBMA and Frederick Hot Glass, we donated a total of 1400 beads last year! She will be collecting donations at every chapter meeting. The Beads of Courage website gives these guidelines:

- Do not use reduction glass, frits, powders or enamels that leave a metallic surface on the beads.
- Any size or shape is acceptable.
- Preferred hole size is 3/32" and larger (1/16" holes are accepted).

- The inside of the bead should be free of bead release.
- No sharp corners, sharp edges on the bead holes, cracks or protrusions that would easily break off, including hearts with long, delicate tails.
- Beads must be fully kiln annealed.
- Please remember that these beads are worn and handled by children and should be sturdy enough to stand up to wear and tear.
- Artisan-made glass beads are used as "Act of Courage" beads which are special beads that kids get to choose for special courageous acts during treatment. They can be any design or size.
- Glass artisan-made purple hearts are used to signify end of treatment and are always needed.
- Glass artisan-made butterfly beads are for parents who have lost a child. Please make sure they are visually appealing and durable...no delicate thin edges/wings or other delicate protruding parts like antennae. We want them to last forever and be something that a parent would want to wear and look at. Vertical holes, wire-wrapped are preferred, however all are accepted, wrapped or not.

Terry reported that in addition to donations of beads for the children, the organization also accepts beads to sell for fundraising on its website. Excerpt from the website: "*The beads sold in the Artist Gallery are sent in separately by the artists to be sold in an effort to raise money for Beads of Courage programs worldwide. Some artists donate the beads for the Artist Gallery 100% and others receive a commission for their sales. This is up to the artist. Every sale provides at least 50% of the proceeds to Beads of Courage programs.*" Check out the beautiful work available at: <http://artistsgive.com/>. Members who would like to donate beads for BoC fundraising can bring them to the October meeting with their business card. Terry will request the donation receipt letter for tax purposes. There were several ideas tossed around for ways to increase our participation in Beads of Courage, including selling member-donated beads at our chapter table. Terry and Debby Weaver will pull the ideas together and will present their recommendations at the October meeting.

### **Member News**

Alice shared some of the items that were published in the ISGB's July Bead Release:

The Workhouse Arts Center in Lorton, VA is sponsoring a weekend beadmaking retreat September 10 & 11, 2011. Please contact Rick Sherbert to sign up: ricksherbert@lortonarts.org.

Jinx Garza, Sally & Shannon Stevens, and Laura Drosner Schreiber will be selling their beads at the Innovative Beads Expo in Clarksville MD July 23 and 24. For more information about the show, go to: <http://www.innovativebeadsexpo.com>.

Sally and Shannon Stevens have been working diligently on their publication program with projects in Bead Unique, Easy Wire, and Step by Step Wire. Shannon's Evil Eye necklace was featured in the Eye Candy section of the recent Glass Bead Magazine and her PMC piece, Kaleidoscope was chosen for the Annual PMC Guild book.

Cleo Dunsmore has a bead in this month's issue of Bead Style Magazine. Cleo's amazing snowy owl bead is featured in an article about "finds" at the Tucson shows this year.

Tracey Alfaro reported that the Frederick Hot Glass Society's next meeting is 10-3, July 23 at East Street Beads in Frederick, Maryland. They will have presentations on submitting work to galleries, competitions. Bring show-n-tell and anything you have wanted to put together as a finished piece to take advantage of East Street Beads! Their November 5 meeting will be at McFadden Art Glass in Baltimore. All are welcome, and discounts are given to larger groups so contact Tracey if you're interested in joining them: [fourpawsglass@hotmail.com](mailto:fourpawsglass@hotmail.com).

Terry D'Addio let everyone know that Cindy Miller is willing to design a PMC clasp class specifically for glass beadmakers next spring. Terry asked for a show of hands to gauge interest, and will follow up with an email to the general membership and post on the Mid-Atlantic SGB's Facebook page.

#### **Discussion: Approaching Galleries, Cleo Dunsmore**

At 11:40 Nolly introduced Cleo as a local artist with an avant garde approach to working with galleries. Cleo led a lively and interactive discussion, covering a wide range of topics, from how to establish your wholesale price, to developing a cohesive portfolio. Artists often feel that getting into galleries is torture, but it doesn't have to be. You can play to your own strengths. Some of the tips Cleo shared were:

- Figuring out your costs is critical to determining your wholesale price, and it's actually not that hard to do.
- If you call a gallery, don't insist on speaking to the manager - they're busy! Ask the person who answers the phone what the manager's preferred method of contact is.
- Researching the gallery is very important. Make sure they have work that is similar to yours. Do you even like their stuff?
- Have a minimum set for the first order, then have your policies ready. For instance, a \$200 wholesale/\$400 retail minimum, then after that, as much as they want. On the other hand, there are some really good galleries that are consignment only. You need a written agreement regardless of consignment or wholesale.
- Record keeping is super important. You have to have a way of identifying your pieces so be sure you have a system. And know their inventory system as well.

- When direct mailing a gallery, include all methods of contact info, including your blog, home address, email, etc. But when you provide packaging for your pieces, don't have your contact info on material that will go to the customer.
- Cleo highly recommends the Arts Business Institute <http://www.artsbusinessinstitute.org/>, particularly workshops with Bruce Baker, who is teaching at the Gathering this year.

At 12:15 Nolly wrapped up the talk by reminding everyone that this will be a continuing theme for the chapter. She handed out this list of resources she found on the web:

Edward Winkleman is an art dealer in New York. His blog offers advice:

<http://www.edwardwinkleman.com/2009/02/advice-for-artists-seeking-gallery.html>

Joanne Mattera, a painter with work in various galleries, shares her experiences in her blog:

<http://joannemattera.blogspot.com/2009/03/marketing-mondays-how-not-to-approach.html>

Great color inspiration on her site, too!

About.com offers information on career development:

<http://painting.about.com/od/careerdevelopment/a/ScottMasonTips.htm>

Sylvia White, Contemporary Artist Services, has been operating an artist representation firm for 30 years. She shares really good advice on her website:

<http://www.artadvice.com/blog/about/>

Artists' Network: <http://www.artistsnetwork.com/articles/business-of-art/approaching-a-gallery>

ArtBizBlog labels itself "for the business of being an artist." Guest blogger, Maren Bargreen, discusses how to approach a gallery:

<http://www.artbizblog.com/2010/04/maren-bargreen.html>

After lunch, the **Bead of the Quarter Drawing** was won by Debby Weaver. Her prize was a Gathering mug!

### **Hand-On Demo: Anodizing Niobium and Titanium, Pat Baker**

At 1:15, Pat showed us that these two metals are grey in their natural states, but when anodized, an electrical current passed through them produces an oxide layer that reflects light and lets you see color. After explaining the process step-by-step, Pat showed us how to get the rainbow of colors in the pieces in our kits using the two anodizers she brought for us to use. Everyone who participated was fascinated and delighted with both the

process and the results. For anyone interested in pursuing this technique further, Pat recommends [Reactive Metals](#) for supplies and equipment.

The meeting ended at approximately 2:45 pm.

Submitted by Secretary Jinx Garza