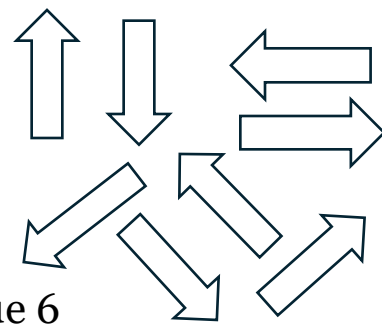




Elements of Design



DIRECTION

VAA Newsletter

June, 2024

Volume 21, Issue 6

The Mission of the Valley Art Association is to promote visual arts and artists in the Chippewa Valley of Wisconsin through networking, creative development, and support for exhibits and Workshops

President’s Message

- Everywhere you look there are beautiful scenes to be captured in your artwork. Get outside and breathe in the summer!
- Our next meetings will be at Mill Ridge Condominium Community Center.
- Come at 4pm to participate in the Art Swap- bring art items you would like to sell or give away.
- Meeting will begin at 5:30pm. The program will be presented by this quarters Art Doctor, Jeff Nelson. The topic will be perspective.
- At the end of the perspective program will begin a time for the Art Doctor to look at your individual art works and offer critique as to how to achieve your goal. This can be in private or in front of the group. **BRING YOUR WORKS IN PROGRESS FOR A DIAGNOSIS!**
- See the opportunity to enter “**Arrivals and Departures**”- entry deadline August 5. See last page of this newsletter or go to cvca.net to enter. VAA will be sponsoring a \$100 award for “Best use of Light.”
- See the Call for Artists for the fall VAA show at the Heyde attached with the newsletter. “Celebration” is the theme. There will be a board award of \$100 and an honorable mention award of \$25 both new this year.

Your VAA Board Members

Please contact any board member for questions you may have regarding Membership, Exhibits, Programs.

President – Kathy Stockton-Behnke vaapresident2024@gmail.com

Interim Vice President - Cari Raynae Jacobson (cariraynae@gmail.com)

Interim Secretary – Rhonda Bengtson (r.bengtson.57@gmail.com)

Treasurer – Val Naber valvaa2021@gmail.com

Members At Large:

Randy Palmer (palmerri@hotmail.com)

June Haigh-Boley (haighboley@gmail.com)

Sarah Williams- sarahj724@gmail.com

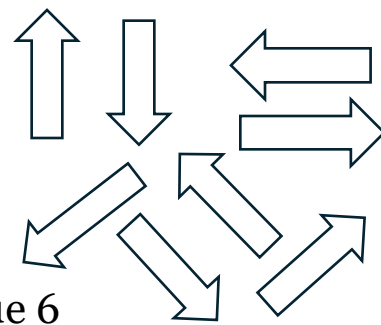
Website VAA GALLERY

The VAA Website Gallery is available to *all members in good standing*, a PDF is available on the website **EVENTS & MEMBERSHIP Pages** with instructions for both current gallery members and new to gallery members. Updates are completed twice per calendar year. Next update is September 2024. **NOTE: THIS is not a site to sell from, but provides a secure web link with Bio, contact, and reference photos for sharing.**

<https://www.valleyartassociation.org>



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Mindy Huntress- mindyhuntress@gmail.com

Webmaster: H. Steve Cole (hubertscole@gmail.com)

Schedule of Meetings and Events 2024

July 11th- at Mill Ridge Condo Community Center

4:00pm Art Swap- bring your art supplies to swap, give away or sell.

5:30pm- Program "The Art Doctor is in" Jeff Nelson and program on Perspective

August 1st- at Mill Ridge Condo Community Center

5:30pm- Program- charcoal pour demonstration Cari Raynae Jacobson

September 5th- at Heyde Center 1:30pm Noriko Slowinski presentation

October 3rd- at Heyde Center 1:30pm Gerlyn Brasic presentation on fiber art

November 7th - Artists Reception at the Heyde -5:00-8:00pm

VAA Show October 21st- December 19 "Celebration" theme

December 5th- Brewing Projekt VAA Holiday Party 5:00-8:00pm

Current Exhibits:

1106 VAA Exhibit- June- July exhibitors Beth Creekmore,Ruth Lundblad, Sarah Williams, Ken Krautbauer

Beaver Creek Reserve-Wise Nature Center-

Check out the art exhibit of the Chippewa Valley Watercolor Association's spring art show located in the lower level. Many VAA members represented at the show. It is there through July 24th.

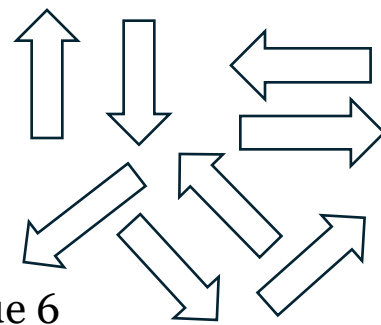
American Watercolor Society- check out this link to beautiful watercolor paintings by associates including one from VAA member Lindamerry Udell.

<https://mailchi.mp/d45e59052344/submit-to-the-2021-online-associate-members-exhibition-16535005?e=42a26407c2>

ArtZ gallery, Amery- Empty Walls exhibiting June and July



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Opportunities

Tiny Treasures- AWA has an annual fundraiser competition for pieces measuring exactly 2 1/2 x 3 1/2" with a depth of no more than 3/4". The TTs are free-floated in a mat so you DON'T want to leave a border on your TTs – go all the way to the edge. There are cash prizes with a \$10 entry fee. The fundraiser starts May 1 but you have until July 12 to be part of this fun event and support AWA. For more information go to https://wiscartists.wildapricot.org/Tiny-Treasures

1106 openings- currently available: take advantage of this exhibiting opportunity!

- June/July: 2- 2D and 1-3D
Aug/Sept : 4-2D and 1- 3D
Oct/Nov : 2-2D and 1-3D
Dec/Jan: 3-2D and 1-3D

Elmaro Winery- To participate in the September Elmaro exhibit, contact Jeff Nelson before June 21! jellon54@gmail.com

*****WANT ADS*****

Vallejo Acrylic Fluid Medium – Matte-3/4 bottle \$50.00 (from VAA stock) Retail price \$99 for full bottle.

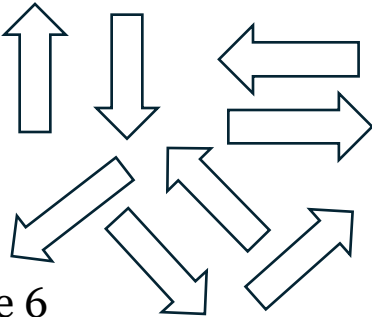
8x10 canvases (from VAA stock) \$1.00 each (from VAA stock)

Contact Kathy (for above items)- 715-207-9145 Send your want ads by 10th of month to vaapresident2024@gmail.com



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ARRIVALS & DEPARTURES

CALL FOR ART

**Heyde Center for the Arts, Chippewa Falls, WI
September 5 - October 16, 2024**

Reception and Awards Ceremony: Sunday, September 8, 2-4 pm

A juried show of 2D and 3D works inspired by or interpretations of the theme, *Arrivals and Departures*. The theme can be interpreted broadly or specifically based on concepts and ideas related to arrivals and/or departures.

Open to all artists 18 years and older residing in the states of Wisconsin, Minnesota, Iowa, Illinois, and Michigan. \$40 jury fee allows up to three entries. Entry deadline is August 5 at midnight.

- Best of Show: \$800**
- 1st Place: \$500**
- 2nd Place: \$300**
- 3rd Place: \$150**
- Plus additional sponsored awards**

- Digital entries will be juried by a panel of art professionals
- All awards based on judging of actual artworks at the Heyde Center for the Arts
- Show judge is Barry Roal Carlsen



Please visit cvca.net to enter, for complete entry information, and a downloadable prospectus.