



A Newsletter from **High Road Artisans** for its Members and Board of Directors

August 2011, Vol. 4

The purpose of HRA, a non profit 501(c)3 organization, is to provide vision, direction, and tools to promote and sustain arts and culture as positive, integral elements of communities along the High Road to Taos.

Message from 2011 High Road Artisans Board:

We're glad to have this opportunity to catch up with you all and let you know what's been going on over the past months. We plan to 're-incarnate' the **Muse** as our quarterly newsletter starting with this edition, so please send Dawn any information you'd like to have published.

As we all know, the past two or three years have been extremely challenging for all of us who are trying to make a living from our art, especially as – sadly – art is the first thing people cut back on in hard times. But hard times make us look at what we do in a new light, and this is true for the HRA as well. We have a really great Board, who are full of ideas, energy, and the will to make things happen. Over the next few months, we want to call on all of you to participate constructively in re-inventing the HRA and to make it more relevant, proactive, and useful.

HIGH ROAD ARTISANS Organisation: The Board is looking at the overall structure of the organisation and its projects as these have become a little muddled over the past years, with an emphasis on the Tour, and the gradual change in the relationship with the High Road Marketplace. We're also reviewing our By-Laws and the HRA Articles to make sure we are in compliance with legal and fiscal requirements. Once the Tour is completed, the Board will also be looking at how we can make the organisation more useful for and supportive of our members year-round.

PROJECTS:

Tour: we have faced several serious challenges over the past two to three years. What are we doing about them?

1. We don't have sufficient Tour artists helping with the volunteer work, leaving the bulk of the work to those on the Board, along with a few who always step up to the mark. Some people are putting in many hours each week – in contrast to the five hours we ask of all Tour artists.
 - a. This year, we decided to remove the option to 'pay instead of work' to try and bring back the sense of joint community and responsibility for putting on the Tour.

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IT'S BACK! Get Ready to Be-**M**used & A-**M**used!

This is our first **Muse** newsletter since the fall of 2009. As you'll see, it's full of news about our own High Road Artisans and various other arts and business information.

The strip of images at the top of the front page will honor different forms of art for each issue. This issue honors **Sculpture & Carving**.

Take a look inside... One page is dedicated to arts-related tips and tools or other resources. There's news about High Road Artisans' projects, the High Road Marketplace and the High Road Art Tour. There's a calendar of events on the last page - check it out and make time for some fun and inspiring activities. There's more here than you could shake a *cholla* stick at! Be sure to look on page 5 for information about submitting your own ideas, announcements, events, articles, and images for the next **Muse**, which will come out in November. Now... enjoy!

Muse-Worthy: Gaucho Blue Gallery

from Lise Poulsen

Is this the triumph of optimism over reality?

Very probably, as Nick Beason and I moved our gallery – Gaucho Blue – from Truchas to Penasco last month. In spite of the poor economy dragging on into its fourth (or more) year, we're determined to stick with our dream of providing an outlet for local artists.

Many of you familiar with Penasco will know the old adobe building known as 'The Soapbox', which has been home to Gerd Bianga's studio for many years. Although it was basically sound structurally, the adobe bricks were in a sad state, with daylight showing through in places, and



scary electrics buried under piles of sawdust.

This spring we've been busy renovating the inside: plastering, re-wiring, sanding and sealing the

floor, and generally cleaning it up. Of course, all projects take longer than one expects, so our planned opening date of Memorial Day came and went with Nick and his friend Michael Vigil covered first in plaster and then in wood dust.

But come the beginning of July, all was ready to open the doors.

We now have a much larger space and the ability to show more 3-dimensional work as well some larger wall pieces. Our lighting is fabulous, thanks to Harold Romero's expert ministrations, and with our neighbour Toby Pocock (a professional landscaper) the building's no longer obscured by thickets of Chinese Elm.

There's still much to do: renovating the large back room, replacing doors and windows, re-finishing the outside walls and improving the roadside appearance, putting in water and a

bathroom (we have a port-a-loo), replacing the roof, well, need I go on....? All things we can get to in time.

But we're excited to be OPEN, and glad we don't have a 45 minute drive twice a day to get to 'work'. And Sugar Nymphs are just down the road, not to mention Jean at Art For The Heart, Nancy at Walking Woman Gallery, and Nicki at her new gallery. Life is good!

As well as our own work, we're very fortunate to be able to show work by some of the very best of the Penasco area's artists, including Alberto Castagna (painter &



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MarketPlace Musings

from Marie Cote Twarogowski

The High Road Marketplace is struggling without our most important person, Vivian Trujillo. Vivian took a fall from a ladder while hanging a new weaving at the MarketPlace last month. She damaged her knee and suffered some painful bruising. She is scheduled for surgery soon and will be recovering for several weeks. Meanwhile the regular volunteers are doubling their hours. If you would like to help call 505-689-2689.

The MarketPlace now has a new sign,



a **Facebook** page:
www.facebook.com/pages/High-Road-Marketplace-Artists-Co-op/191449884238207,

a **Yelp** listing, and
a **Twitter** account:
HighRoad_Market.

Business this year is half of what we did last year. Maybe it's the closed forests, the fire publicity, Vivian's absence? If you have any suggestions or comments send them to Marie:
soapage@gmail.com.

This page is for **resources and information** to inspire our member artists*. See page 6 on submitting your own resources, ideas, tips, and tools for next issue.

Resource: Xanadu Gallery, and a Workshop

These Little Things Can Make a Huge Difference in Your Art Career

Friday, August 12th, 2011 | 5:00 p.m. - 9:00 p.m.

Holiday Inn & Suites 1501 Sunport Place SE Albuquerque, NM 87106

Cost: \$59 Registration and information:

www.xanadugallery.com/workshop/index.asp?wsID=76

Have you ever stood in an art gallery and said to yourself: “My work is better than the art in this gallery. Why are these artists selling in galleries and I’m not?”

Jason Horejs, owner of Xanadu Gallery in Scottsdale, AZ for over 8 years, has discovered it is the little things that can make all the difference in an artist’s career. In his workshop (this Friday! – see top of page) Horejs gives guidance in organizing the business side of an arts career and the perspective of a gallery owner with 17+ years experience in the business. In case you can’t make it to the workshop, here are some of the little things Horejs will cover.



Quality Check. The most successful artists are devoted to high quality. They have the ability to step back from their work and look at it through their buyer’s eyes.

- Your medium doesn’t matter, the presentation must be flawless.
- Think of each work you create as a masterpiece. Treat it as such.
- One small thing: Invite someone you trust to evaluate the quality of your art. Present 5-6 pieces and ask “what are three things I could do to improve the quality of my presentation?” Repeat this every 1-2 years and make a commitment to improve your quality.

Read a Book. Collectors and dealers love to talk history. Your relationships with collectors and dealers will deepen if you can converse fluently about art history. This understanding will also enrich your work as you are inspired by the great artist’s lives and works.

- One little thing: Order a biography of one of your favorite artists. Commit to read 2 artist biographies per year. Don’t limit your reading only to artists you like.

Analyze your Competition. You don’t have to reinvent the wheel when it comes to marketing your work. Find artists whose work is comparable to yours. Learn from them. Do what they do.

- One little thing: Every week, devote 1 hour to researching your competition online. Develop

a list of 10 artists you feel are closest to you in style, genre, subject, and/or experience. Ask: Where is the artist from? What is his/her background? What is his/her education?

What does the artist’s resume look like? What about the artists’ bio and artist’s statement? What galleries is he/she showing in? How does he/she advertise? How is his/her work priced? How is the artist presenting his/her work?

This exercise will prove invaluable as you develop your marketing plans. By understanding your competition you can better tailor your work to the market, price your work competitively, and better understand the types of galleries you should approach.

Use an Inventory Number. Using an inventory number is an easy way to control your inventory. As you move artwork from the studio to your galleries, and from gallery to gallery, an inventory number will make it easy to track your work. Titles can get mixed up, but inventory numbers are almost infallible.

- If you don’t already have an inventory numbering system, start with a high number (3000, for example). Nothing says “new artist” like a low inventory number.

Send a Thank-you note. As you begin to work with collectors and galleries, your goal is not to sell art. Your end-goal is to create relationships which will lead to a lifetime of sales. You will be amazed what one simple thing like a hand-written thank-you note can do for your relationships.

- When a gallery sends you a commission check you should immediately sit down and write a thank-you note. Keep the note simple:

*Dear Tim,
Thank you for your check for the sale of “Evening Tide.” I appreciate everything you and your staff do to promote my work. Please let me know of any way I may be of service.
Best regards,
Jane*

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- b. Dawn and the Board are recording how much time all the volunteers are putting in – this will help us understand the actual effort taken to put on the Tour, and explore alternatives for next year.
2. Grant funds are becoming harder to obtain, and the amounts given are lower. Many grants are not paid out until we have already shown the money to be spent – a cash flow challenge!
 - a. The Board is exploring other ways to raise money, including selling advertising space in the Tour Brochure. We did this for the first time last year, and it helped to offset the increased cost of producing the Brochure.
 - b. We've been very careful with our spending this year, cutting back wherever we can.

High Road Marketplace: Like all of us, the Marketplace is facing tough financial times with sales falling. As well as providing a retail place for the HRA members to sell their work, the Marketplace provides a valuable service in promoting the Tour and sending visitors to our studios and galleries.

Website: Last year we did a fairly major re-design of the website. This year, shortage of funds has limited us to only those changes needed for the 2011 Tour information.

So, watch this space! Thanks to Dawn for her hard work in putting this edition of the HRA Muse together, and don't forget to let her have articles and information for the next edition.

Donna Caulton, President
Lise Poulsen, Vice President, acting Secretary
Gloria Maestas, Treasurer

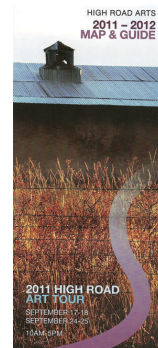
HRA Board Meetings are open to all HRA Members including Tour Artists and High Road MarketPlace Artists. Meetings are the 2nd Thursday of the month, Potluck at 5 pm, at Donna Caulton's *unless otherwise announced*. You can get a copy of Board Meeting minutes by emailing Lise Poulsen: lise.poulsen@mindspring.com. For directions to Donna's, call 575-587-2721.

Tour A-Muse-ments

from Dawn Wright

This year's tour includes over 70 artists at 44 different sites. **Special thanks to our committee chairs and all who have volunteered so far!**

☆ The 2011 Tour **Brochures** are beautiful! Praises go to chair **Judith Hert** and the brochure design committee, as well as Alex Hanna, the graphic designer. Now the brochure distribution committee is busy delivering them to selected sites. If you have ideas or questions about distribution, or want to pick up some brochures, please contact committee chair **Donna Caulton**: 575-587-2721 or email to chamisalartist@gmail.com.



☆ **www.HighRoadNewMexico.com** Yep, that's our website, and it's being updated now to reflect this year's tour information and design. So far, we have received over 60 emails from visitors who want brochures mailed to them, and most have found the email address, info@highroadnewmexico.com, by finding our website. We expect many more electronic requests for brochures in the weeks to come.

☆ ¡Gracias! **Alberto Castagna** and the advertising committee for this year's campaign which includes over 50 spots on 3 radio stations: KUNM, KSFR, and KRZA. There's a full-page ad in THE Magazine for the month of September, and 1/2 page ads in Pasatiempo and Tempo magazines. The ad was created by **Nick Beason**



and it lists every artist on the tour route! Other advertising committee work includes all kinds of online publicity, press releases, and an upcoming Facebook page!

☆ **Nicki Marx** lead the mailing committee in labeling, sorting, and delivering the "Save-the-Date" post cards which were mailed to almost 5,000 names on our mailing list. The cards direct people to our website as well. So, 5,000 *thank-yous* to Nicki and the patient minds and hands that worked on this committee.



☆ Flags and signs have been inspected and sorted by **Clarence and Althea Duffy**, committee chairs. New flags are being ordered for those who wish to buy them; older flags are also being sold this year instead

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Spend Some Time on Marketing. Many artists will spend long days in the studio and weeks in workshops, but then wonder why their work isn't selling. Often, these same artists are devoting very little time to marketing. You should be spending 10% of your time marketing. You will be amazed by how much you can accomplish in this small amount of time, and this is one small thing that will make a huge difference in your career.

For more information, ideas, and tips for artists, visit www.xanadugallery.com.

This article was adapted for space and reprinted with permission from Xanadu Gallery and Jason Horejs.

*Note: The views expressed in these workshops, websites, or other resources are not necessarily those of High Road Artisans. They are simply items found during online research which may be useful to our artists. - Dawn

Gauche Blue Gallery Continued...

sculptor), Leroy Fresquez Jr. (recycled metal sculptures), Gerd Bianga (painter), and David Sipp (painter).

Of course, we continue to show Nick's monotype prints and copper etchings, Jim Stoner's forged ironwork, and my fibre art.

We also have two large paintings by Michael Vigil of Taos.

Stop by if you're passing, we're open Thursdays through Sundays, 11:00am to 5:00pm or later, and we'd love to see you!

Nick and Lise

Gauche Blue Gallery
14148 SR 75, Penasco
www.GaucheBlue.com
575-587-1076

Tour Amusements Continued...

of being rented. *Estimated* dates to pick up flags and signs will be September 10-11. A notice will be sent with exact details later. Meanwhile, if you have any questions, call Clarence at 575-587- 2237. Thanks flag-sters!

☆ Finally, as we near the Tour, let's keep **Creating**, **Collaborating**, and **en-Couraging** one another!

2011 High Road Artisans Board Officers, Members, & Leaders

Editor's Note: The following brave and dedicated souls are leaders for this organization. They all work above and beyond the call of their positions, so please extend your gratitude to them. If you want anyone's contact information, email or call Dawn, dawnwright@windstream.net, 505-351-1228.

Donna Caulton (Chamisal) **President**, Chair
Brochure Distribution Committee

Lise Poulsen (Llano) **Vice President, Acting Secretary**, Chair Website Committee

Gloria Maestas (Penasco) **Treasurer**, Chair
Penasco Community Site, and Co-Chair
Sponsorship Committee

Sally Delap-John (Truchas) HRA Board Rep to High
Road MarketPlace Advisory Board

Robert Hilton (Tres Ritos) High Road
MarketPlace Rep to HRA Board

Coco Atkinson (Truchas) High Road
MarketPlace Rep to HRA Board

Connie Salles (Truchas) High Road
MarketPlace Rep to HRA Board

Judith Hert (Truchas) Community Rep:
Chimayo/Truchas, Chair Brochure Design
Committee

Sharon Adee (Truchas) Co-Chair Sponsorship
Committee

Althea Duffy (Ojito) Community Rep: Las
Trampas through Chamisal

Clarence Duffy (Ojito) Chair Flags/Signs
Committee

Jean Nichols (Penasco) Community Rep.:
Penasco/Vadito

Nicki Marx (Penasco) Chair Postcard Mailing
Committee

Alberto Castagna (Llano) Chair Advertising
Committee

NEXT ISSUE: early November

If you want to submit an article, announcement, ad, or idea for the next *Muse*, please email to dawnwright@windstream.net. Either type the information in the email message or attach a Word document file. Images need to be 1mb or smaller. Remember to submit events for the following three months, November - January for the calendar! **All submissions are due by end of day October 31.**

Calendar of Events

Gray shaded days indicate an event described on this page. Yellow shaded days indicate important events for the HRA Organization - Board of Directors (BOD) Meetings, Tour Days, etc.

~ August 2011 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8 Alvaro opens	9 Nick/Alb opens	10	11	12 Nick/Alb party	13
14 Sally opening	15	16	17	18 BOD	19	20
21	22	23	24 Nick/Alb closes	25	26	27
28	29	30	31 RedBk closes			

~ September 2011 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Alvaro cont'd.	2	3
4	5	6	7	8 BOD	9	10
11	12	13	14	15	16	17 TOUR
18 TOUR	19	20	21	22	23	24 TOUR
25 TOUR	26	27	28	29	30 Alvaro closes	

~ October 2011 ~						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
High Road Artisans Annual General Meeting TBA*						1
2	3	4	5	6	7	8
9	10	11	12	13 BOD	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28 Beads Retreat	29 Beads Retreat
30 Beads Retreat	31	*Keep an eye out for a message about the HRA AGM!				

Almost Over - See It While You Can!

All summer long in Santa Fe, the Redbook Project, based on Carl Jung's Redbook, has been in full swing. **Donna Caulton's** work appeared in the second exhibit, "Mining the Unconscious II," which ran through the month of July, and for which she was one of the organizers. The first and third exhibits can still be seen through August at the Santa Fe Community Gallery and the Encaustic Art Institute. A previous HRA member, Harriette Tsosie, was one of the founders of the entire project. For a full description of the project, go to www.miningtheunconscious.org.

2011 Bead Retreat - In Celebration of Beads!

October 28 - 30 at the Courtyard Marriott Hotel, 3347 Cerrillos Rd., Santa Fe. Special rates: \$79/night + tax. Sponsored by the Bead Society of New Mexico. For more info, call 505-473-2800

Alvaro Cardona-Hine

"The Mythic Paintings"
August - September 2011
Gallery on the Green at
Taos Country Club

54 Golf Course Dr. Ranchos de Taos
Stop by the Taos Country Club Gallery to see this amazing and moving exhibit of Cardona-Hine's rarely-seen Mythic paintings.
www.thetaosgallery.com
www.cardonahinegallery.com



Nick Beason & Alberto Castagna

"De La Otra Banda"
Tuesday, August 9th through
Wednesday, August 24th

Artists' Reception:
Friday, August 12 from 5 - 8 pm
Stables Gallery (behind Caffe Renato)
133 Paseo del Pueblo Norte, Taos
This is a very colourful show, but each artist has a very different approach to its use.



Sally Delap-John

Studio/Gallery Grand Opening
Friday, August 19, 4 - 6 pm

87 RAC Rd 75, Truchas
(across from Cardona-Hine)

Sally has been painting on location in the beautiful hill towns of northern New Mexico for the past 5 years. After a permanent move in May, Sally would like to welcome you to her studio/gallery/home. Park between Judith Hert & Cardona-Hine or across from Sally's. (Don't block driveway!)

