

[ **MUSE** v: to become absorbed in thought; *syn* see PONDER; *cap., n*: any of the 9 sister goddesses in Greek mythology presiding over song, poetry, the **arts**, and sciences; *n*: a source of **inspiration** ]

...and it rhymes with "news!"



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

March 2009, Vol. 2

HRA is a non profit 501(c)3 organization with the mission of providing vision, direction, and tools for developing Northern New Mexico arts and crafts as a way for artists to earn a living while residing in their communities.

## News from the Board

The new High Road Artisans Board of Directors has met four times since they were elected at the General Meeting on January 22. At each meeting, every member of the Board has commented on how pleased they are to work with the others; the consensus is that it's a *fun*, experienced, and smooth-running Board. All artists on the Tour or at the MarketPlace are invited to Board meetings.

Following are some news items from the Board:

**Save-the-Date Post Card** This year, instead of mailing the complete brochure to over 5,000 people currently on our High Road Artisans mailing list, we will produce an over-sized post card that tantalizingly announces the Tour and directs visitors to our website for more information and where they will find brochures. Brochures will be distributed widely throughout New Mexico and our neighboring states at the most advantageous locations.

The Board encourages artists joining the Tour to print their own mailing list labels and submit them to Tour Director, Dawn Wright, for inclusion in the bulk mailing to go out in June. The mailing committee will ensure cards are in the correct order for bulk mailing.

**Tour Flags** The Board reviewed the input provided by the Flag Committee, and expressed appreciation for the work they'd done to arrive at their recommendations. Artists who want flags will

*continued, page 2, Board News...*

## Are You on the Tour This Year?

Only a few days remain to turn in your application for the 2009 High Road Art Tour. The deadline is March 30! Recently the Board of Directors decided that *artists may submit a partial fee with their application by March 30*. The remainder is to be paid by April 18. If we don't receive the rest of the fee by then, we will refund the initial partial payment, and the artist will not be listed in the Tour brochure or on the website. Pass the word to other artists you know who may not have applied, yet. You can download the application from [www.highroadnewmexico.com](http://www.highroadnewmexico.com), or call or email Tour Director Dawn Wright, 505-351-1228, [dawnwright@windstream.net](mailto:dawnwright@windstream.net). If you have any questions, get in touch with Dawn right away. Remember, late applications will NOT be accepted this year. *Game on, folks!*

## Tour Leaders Mingle and Muse

A celebration for Tour Committee Chairs will be held on Sunday, April 5th from 5 to 8 pm at Judith Hert's house in Truchas (#74 CR 75). Cocktails and hors d'oeuvres will be provided by HRA Board Members. This celebration gives our Tour Leadership Team a chance to build camaraderie and have fun. Those invited are the Committee Chairs listed on page 4 under "Tour A-Muse-Ments." Please be sure to come and enjoy meeting others who are collaborating to make our Tour the best it can be!



## Board News...

leave deposit checks at the time of pick-up; checks will be held until the flag is returned after the Tour (specific date to be determined). Checks will be payable to HRA, with a memo entry of "Flag Deposit." There will be three pick-up points designated, one being the MarketPlace. Look in the next MUSE for more information about flying a flag year-round and about other flag issues.

**Website Distinction** A couple of changes will be made to the website this year. One is a separate page to list the galleries that applied as open year-round. The other change is that these year-round members will pull up on the interactive map. All others will still be listed and included on the map, but they will not be interactive.



## Did You Know?

"Youth Art Month is an annual observance each March to emphasize the value of art education for all children and to encourage support for quality school art programs.

'Youth Art Month represents more than a forum in which our children acquire new skills and experiences in the visual arts. In a broad sense, this important event which helps prepare them for a lifelong appreciation for, and understanding of, the creative process. Self-expression leads to gains in self-esteem.

Opportunities for creative exploration and experimentation in the visual arts help develop general problem-solving skills...

Perhaps the most significant [benefit]..., however, is that children simply get to experience the excitement of being creative.' — Jeffrey Lapin, F&W Publications"

It's still March—help a youth through art today! Find more at [www.acminet.org/youth\\_art\\_month.htm](http://www.acminet.org/youth_art_month.htm).



## MarketPlace Musings

By HRMP Management Team

The High Road MarketPlace (HRMP) has an amazing group of artists and a wonderful variety of art. As you are driving on the High Road, stop by and visit.



In the last MUSE, we invited artists to be our featured "Artist of the Month." Each month, from April through November, we feature an artist by hosting an open house at the HRMP, and having a central display of the artist's work throughout the month. We include the advertising, an article in the Rio Grande Sun (paid for by the HRMP), and email announcement of the open house. This invitation is open to all artists along the High Road. If you are interested, please call 505-689-2689 to learn the details.

We are especially inviting area wood carvers, emerging artists, and traditional artists to join the HRMP. One of our new artists is **Loretta Padilla** who creates traditional retablos with natural pigments. We would love to see the traditional arts along the High Road have greater representation in the MarketPlace, so come on in with samples of your work.

We have a couple of corrections to our last article: Velia Ortiz, weavings was listed as Velia Ortega. Robert Euggist, stained glass was listed as Robert Enggis. Our apologies to both.



## Special Announcement

High Road Artisans Board of Directors will meet again on April 9, 2009, at 6:00 pm at the High Road MarketPlace in Truchas. All are welcome; bring your own dinner/snack.

# Muse for the Artist

Artists: send me your ideas for this page. Know of a good website? Want to share a tip? Got an event? Send submissions to dawnwright@windstream.net by the 15th for placement in each month's edition.

## Online Resources - To Give You Ideas\*

**www.artsresourcenetwork.net** "HOW WILL YOU GROW? What does it take to live and work as an artist? How do you start and run a successful arts organization? How can you vitalize and shape your community with the arts? The Arts Resource Network, a service of Seattle's Office of Arts & Cultural Affairs, can help you find the answers." This site offers scads of resources for artists building their own businesses, and ideas for organizations and communities involved in the arts.



**www.westaf.org** "WESTAF, the Western States Arts Federation, is a nonprofit arts service organization dedicated to the creative advancement and preservation of the arts. Based in Denver, Colorado, WESTAF fulfills its mission to strengthen the financial, organizational and policy infrastructure of the arts by providing innovative programs and services to artists and arts organizations in the West and nationwide."



**www.artlex.com** "As an online visual art reference, ArtLex explains the language of art. It offers you access to a vast array of information about the media, techniques, styles, genres, contemporary issues, and cultural contexts of the art that you and other artists have produced in various periods and regions of the world. Users can explore this online dictionary for art-related terms and find definitions, supporting images, and related links for further information." This one is fun! Try it out!



## Calendar/Events/Deadlines

**March 30 Tour Application Deadline** Send it even if you only send part of the fee! (See p. 1)

**April 5, 5 - 8 p.m. Cocktails and Leadership Celebration** for Committee Chairs and Co-Chairs at Judith Hert's in Truchas (see p. 1)

**April 9, 6:00 p.m. High Road Artisans Board of Directors Mtg.** at High Road MarketPlace

**March 20 - May 2 Waning and Waxing: The Resurgence of Encaustic** Exhibition for New Mexico Wax, a statewide organization for encaustic artists; Zane Bennett Contemporary, 435 S. Guadalupe, Santa Fe (across from Tomasita's)

**Thursdays, 11-3 Hersday Women's Art Group** Art for the Heart in Peñasco (see p. 4)

**Fridays, 1-5 Upcycled Fashion** Art for the Heart in Peñasco (see p. 4)

## Tips for Artists

"Focus on doing your best at everything you try rather than trying to be the best at everything you do. Everyone has the ability to do their best at anything. Doing the best you can is inspirational and will help you engage in life in a positive way. But trying to be the best at everything only leads to unrealistic expectations that 99.9 percent of the population won't be able to achieve. Sometimes a simple shift in focus can make all the difference." (from artsresourcenetwork.net)

\*The views expressed in these websites and tips, are not necessarily those of High Road Artisans. They are simply items which I found during online research and thought may be useful to our artists. - Dawn



**Art for the Heart: a place to create ~**

We welcome drop-ins - across from Peñasco Post Office  
575-587-2889 [artstudio@kitcarson.net](mailto:artstudio@kitcarson.net)

**Thursdays 11-3 pm**

**Hersday Women's Art Group**

Beginning April 16th, we will feature micaceous pottery.  
Suggested donation \$5-10. Potluck lunch (if you also  
want to come do something else, that's fine too.)  
3-5 pm some of us will stay and watercolor (plein air in  
the garden if the  
weather is nice)

**Fridays 1-5 pm**

**Upcycled Fashion**

Designing & creating renewed fashions out of discarded  
clothes.

*Come join us. It's fun!*

**Legislative Alert #8**

"Final Legislative Report - More News on Stimulus  
Money to Come

Although the New Mexico Arts budget has been  
cut about 10% for FY2010, Loie Fecteau,  
Executive Director, reports that the grant budget  
will remain level with the current year.

New Mexico Arts is also finalizing the details on  
the application process for the stimulus money  
and we will forward those details as soon as they  
are available. They estimate New Mexico Arts will  
have over \$200,000 to distribute throughout the  
state. To give you some idea, the annual grant  
budget is almost \$1 million, so this represents  
about 20% of what is distributed annually.

Cricket Appel, Executive Director  
Arts Alliance, Inc.  
505-268-1920  
cricket@abqarts.org  
www.abqarts.org

**Tour A-Muse-Ments**

By Dawn Wright, High Road Art Tour Director

Thirty artists have applied so far. Confirmation  
emails will be sent next week.

**Committee Chairs:**

- ☆ Advertising/Brochure **Jeane Weigel**
- ☆ Website **Liz Gold**
- ☆ Brochure Distribution **Terry Mulert**
- ☆ Computer Assistant **Lise Poulsen**
- ☆ Signs/Banners/Flags **Nicki Marx**
- ☆ Flag Repairs **Tejedoras de Las Trampas**
- ☆ Post Card Mailing **Lise Poulsen/HRA BOD**
- ☆ PR/Free Press/Online Ads **Kathy Riggs**
- ☆ Points of Interest **Margaret Franke**
- ☆ Photography Assistance **Craig Scogin**
- ☆ Mailing List Database **Peggy Luplow**

We still need a Chair Person for the **Sponsors**  
Committee. There is an application to hand out to  
Sponsors who may be interested. Please contact  
me right away if you can help with this committee.

Thanks to all those who signed up to be Tour  
Leaders this year!