



March 2024 Newsletter

From Our President

Mary K. Hammond - President
nbalpresident@gmail.com



Hello Everybody,

What a beautiful start to March! For our non-native Texans, the mesquite trees are leafing out and the mountain laurels are blooming; so, Spring has officially sprung. Be sure to get outside and enjoy the wonderful weather with cooler temperatures and no bugs while it lasts. Soak up some vitamin D from the sun before it gets too hot; it helps with your emotional state and creativity. Some of my friends at NBAL have come to me and said that they are not feeling very creative and cannot seem to get motivated to do any artwork. Here are some ideas to help you find your creative joy again.

Do a fun art piece for yourself, something for your house, or for your yard. Here are bird houses that I painted last spring. Everytime I walk past them they still make me happy.



Give yourself a little assignment to do. These are little 3X4 inch cards drawn with fine tip markers. The assignment was to make a list of emotions and try to portray those emotions with just lines and color. See if you can guess which emotions these are?

Other ideas are to change your media and try something new. Pick up a different tool to work with; change from a brush to pencils or pens. Or you can switch your usual working format size and shape. For example, if you usually work on large rectangles, do

something small that is round or square. You get the idea. **HAVE FUN and BE CREATIVE!** 😊

Message about our building's foundation repairs.

I asked that Alamo now schedule us for Tuesday **March 5th** as a start date. I moved it further out so that it does not interfere with the Joan Fullerton workshop or CLAG's submission day. I will keep you posted.

Shout out of Praise to ALL our wonderful Docents.

Thank You for the job you do for our organization. Without you, NBAL could not exist. Do you know that last year docents greeted 13,288 visitors and handled \$137,117.36 (sales and membership fees) at the docent desk? That is amazing! Until I started keeping track of those numbers (Yes, I do collect those numbers that you write in the Daily Sales Log), I had no idea about the amount of activity that goes on at our gallery. That does not even count the people coming in for our classes and workshops. When comparing the two years that I have been tracking these numbers, it shows that in 2023 we saw 1,202 more visitors and \$13,617.14 more money handled than in 2022. Let's pray that our numbers continue to increase for this year.

Special recognition to Nell Anderson, Flo Biggs, Janet Chang, Joe Eby, Gina Eby, Marilyn Hamilton, Ralph Nordenhold, Deborah Richman, Robin Roberts-Walker, and Sandy Walsh. These docents go above and beyond by helping man the front desk while working other jobs or performing other tasks for us.

Butterflies

Texas Art Education Association has teamed up with NBISD with a program to put children's artwork in local businesses. We volunteered to take 30 student-made butterflies to display in the gallery March 1 to the 7th. Enjoy!

See you guys in the gallery,
Mary Hammond
NBAL President

Guidelines for Submissions for the NBAL Website

Larry Johnson, Webmaster
drjohnson@gmail.com

If you have an event planned, a class you are planning to offer, or just a document you need added to the Member Resources page, it is pretty easy to do! The guidelines for most requests are simple and laid out below. If you have any questions, please feel free to reach out to me for help! There are just two things to remember:

1. It is important to recognize that every section of the website has a board-approved style that we follow, so it'll save both of us time if you start with a look at a similar page or listing

on the website first. That way you can prepare your listing to be consistent with the content and information you see in other similar listings or announcements on the website. (The website is at <https://www.thenewbraunfelsartleague.com/>)

2. Then just send your request to me in an email. You can include your copy in the email or as an attached word doc. Include any image(s) you want to accompany your text as separate file(s) and in jpeg format.

From there, it is a quick and easy thing to put it up in the website's approved style. For typical requests, that usually happens the same day!

The reason behind this is that Web browsers handle text and images differently as the webpage loads, and thus need to be separated. Giving us editable text also allows for easy updates or changes later, and for all the text on the site to have the same style.

Text that is embedded in an image (like what you get in Canva) cannot be changed later, which is just not good practice on a site that has a rotating cast of volunteer webmasters.

Larry Johnson, Webmaster
drjohnson@gmail.com
512-740-6205 (please text first)

Treasurer's Report January 2024

Marcie Helmke, Treasurer
nbaltreasurer@gmail.com

Top ten sellers: Trace Guthrie, William Hughes, Gerlyn Friesenhahn, Rendy Spangenberg, Nita Harrell, Karen Spangrud, Sharon Alexander, Mary Shepard, Bob Blakeslee, Bob Bogucki

Total Sales:	Jan 2024	\$ 6,874.70
	Jan 2023	\$ 5,657.70

A detailed financial report of the Art League balances is furnished to the Board monthly and is available to anyone upon request.

Docent Tip of the Month

Please remember that all art prices need to be set at even dollar amounts (no cents) easily split between NBAL and the artist.

Be sure you are looking at the charge slip and marking the correct method of payment. DEBIT means it is a debit purchase and DEBIT should be circled on the sales invoice.

Please be sure to ask the customer for their contact information on the sales invoice. Some may not want to give their address or phone number. At the very minimum, ask for their city or zip code. This data is used to track success of marketing efforts and used for grant applications.

NBAL Gallery Information

Vicki Houston, 1st VP
msravenhouston@gmail.com

A big THANKS to Sondra Von Gyllenband for taking the job of Special Events/Demonstrations.

Docents, if you would like to be included on the sub lists but forgot to write it on your timesheet, please contact me so that I can add you to the lists. Remember, if you will only work certain days, please add those when contacting me.

Please follow the instructions for finding a sub by referring to the lists on the clipboards, calling others that work the same day of the week as you, and then call those who are scheduled to work when the gallery is closed for a holiday (the holiday is marked in red on the schedule). Only after you have done these steps, should you email me with your information to email out to everyone. So far, there haven't been any major issues and I thank you for that! On your timesheets, there is a space for sub in the box where you write the date you worked. The sub name should only be there if you paid for one. You need to write the days you worked on your timesheet. On the calendar in the kitchen, you write your name down on the day you subbed and for whom.

The suggestion box has been moved to the docent desk. Please be thoughtful when writing a suggestion.

NBAL Special Show News

Joan Ehlert-McBride 2nd VP
joane050@gmail.com

CONGRATULATIONS TO THE "ANYTHING GOES" WINNERS:

OIL AND ACRYLIC: 1st - Diane Parker, 2nd - Christy Gallaher, 3rd - Mary LaFond, HM - Nancy Ford

WATER MEDIA: 1st - Robin Roberts-Walker, 2nd - Paula Kay Sweezea, 3rd - Marilyn Hamilton, HM - Mary Elle

DRAWING MEDIA: 1st - Jolene Oyer, 2nd - Nanette Scranton, 3rd - Lynn Gabenski, HM - Nell Anderson

PHOTOGRAPHY: 1st - Stan Unser, 2nd - Valentine Roche, 3rd - Ralph Nordenhold, HM - Steve Jones

3-D MEDIA: 1st - Rendy Spangenberg, 2nd - Jimmie Bemont, 3rd - Ellen McPeek Glisan, HM - Lisa Hohertz

*****PLEASE PICK UP UNSOLD ARTWORK SUNDAY MARCH 3RD*****

SPECIAL SHOW SCHEDULE FOR THE MONTHS OF MARCH AND APRIL:

“Lasting Impressions” Canyon Lake Art Guild-March 4th-April 5th

“Teen Spring Gallery Show”-April 6th-April 28th

“All Creatures Great and Small” – Submission Day Monday April 29th 9am-Noon

DO YOU EVER WONDER WHO PICKS THE JUDGES FOR THE SPECIAL SHOWS?

Have you ever been frustrated by the judging of our special shows? I understand that sometimes we do not agree with their choices, or we feel that they do not understand the technical aspects of the different media. Well, you can do something about that. You can volunteer to be a co-chair for a special show. The co-chair(s) pick the judges and host the shows. I have an opening for a co-chair(s) for the “Come and Gift It” show. If you are interested, please email me and I will go over the full list of responsibilities of the co-chair(s). And yes, you can do it with a friend or two!

***The complete 2024 list of Special Shows is now available online at ***

<https://www.thenewbraunfelsartleague.com/>
click under “Member Resources” tab

Two Upcoming Events

Gretchen Goode, 3rd VP
goodecreative@gmail.com.

Antique Barn Sale and Makers Market

A colorful poster for the 'Antique Barn Sale & Makers Market'. The top left features the 'NEW BRAUNFELS CONSERVATION SOCIETY' logo. The main image shows a group of people browsing outdoor stalls under blue and green umbrellas. Text on the poster includes: 'ANTIQUE BARN SALE & Makers Market', 'Antiques, handmade crafts, and so much more!', 'SUNDAY, MAY 26TH, 2024', '10:00 AM - 3:00 PM', 'FREE OUTDOOR EVENT', 'Historic Old Town', '1300 Church Hill Drive', 'New Braunfels, TX 78130', 'www.NewBraunfelsConservation.org', and a checkmark icon with the text 'Support Historic Conservation'.

The New Braunfels Conservation Society would love participation from Art League members at our Antique Barn Sale and Makers Market, Sunday, May 26th from 10am-3pm. This is a quality curated show.

It is an outdoor event with antique dealers and artists spread around our plaza at Historic Old Town. It is \$75 for a 10x20 space and can be shared with another artist. Or shared between multiple artists if representing NB Art League.

All mediums welcome; however, **stained glass wall art is full.**

Please email your info and photos of your work to oldtown.nbcs@gmail.com for review.
For questions, please reply to me or call Martha (830) 629-2943

Creative Culture Alliance - Upcoming Event



LEARN HOW TO MARKET AND SELL YOUR ART!

CULTURAL ARTS WORKSHOP/FORUM

SATURDAY MARCH 30TH
9AM-12PM
MCKENNA EVENTS CENTER

HEY, NEW BRAUNFELS!

WORKSHOP FOR ALL AGES !

Don't miss out on this Immersive Arts Workshop!
8:45am - 9:00am
Check-In, Grab a Coffee, Snack & a Chair
9:00am - 10:30am
Eepi Chaad from Mid-America Arts Alliance Presents
"WHAT WORKS!"
Goal setting and planning, Portfolios, Careers and multiple income streams, Communications, Strategic networking, Financial planning & more
Q & A Session/Networking
10:40am - 11:30am
Local Artists Share Knowledge & Experience
11:30am-12:00pm
Q & A / Share Time / Networking

TICKETS: \$50/PERSON \$35/STUDENTS*

* Students can apply for Outreach Admission @ cca.newbraunfels@gmail.com

PRESENTED BY CREATIVE CULTURE ALLIANCE OF TX
WWW.CREATIVECULTUREALLIANCE.ORG
CCA.NEWBRAUNFELS@GMAIL.COM

YOUR PANELISTS

Headline Speaker
EPI CHAAD

TLU's
DAVID LEGORE

ARTIST
JOHNNY DUNCAN

ARTIST
THOM RICKS

The Creative Culture Alliance (CCA) is hosting a Cultural Arts Workshop and Forum on Saturday, March 30, from 9:00 a.m. to 12:00 p.m. at the McKenna Events Center. This event is designed for ARTISTS of all ages & levels. You can participate in a rare workshop/seminar with Mid-America Arts Alliance's Program WHAT WORKS! Learn how to market/sell your art, university advice, portfolios, and much more. Hear from local experienced artists. Q&A's. Refreshments and snacks provided. I have attached a flyer for the event to this email.

Here is a link to learn more about the event and to register
<https://www.creativeculturealliance.org/workshops>

NBAL Membership Accolades

If you have an accolade to share (story and/or photos) with membership, please send to Nanette.scranton@live.com by the 24th of each month. Format preferred is a word document and photos as JPGs.

Facebook Facts

By Vickie Merchant

vickie.moonmerchant@gmail.com

We are so excited to share with you that we have 2,749 followers on The New Braunfels Art League Facebook page. Our posts reach 15,132 Facebook pages. Our Likes and Shares number 4,068 with 23 new followers. This increase is due to YOU when you Comment, Like and Share.

Our top engagers are JoAnn Beissner, Carol Schulz, Tillery Erwin, Mary Hammond, Joh Kovalcik and Irma Swatzell. Thank you for promoting our Facebook page.

Friends of the New Braunfels Art League

Did you know that 172 NB Art League Members have subscribed to the Friends of the New Braunfels Art League? We hope more will join; but, you must be a general or displaying member of our group to get access to this private group. Adding non-members won't be approved. This is another perk for our members. Please share tips and tricks with other NBAL members on this page. It's amazing how much we all learn together.

Chat is now available to the Friends group. Please "chat" with others regarding the topic to get other ideas. Have a wonderful spring and continue LIKING and SHARING our Facebook page with your friends.

March 2024 Photography Classes



NBAL's Photography classes have been expanded recently to include both shorter timeframes and customized training to meet a photographer's very specific interests. Now there are 4-week, one-day, and 4-hour classes designed for every skill level, from beginner to intermediate to advanced!

[Learn more here!](#)

- **Essentials of Photography** If you are giving (or asking for) a new camera this year, consider adding an Essentials of Photography class with it! This class is perfect for anyone who loves taking pictures, but wish they really felt confident in how to get consistently good results! [Find complete details and cost/registration info here!](#) **The next class starts Wednesday, Mar 6, 2024!**
- **One-on One or Small Group Classes** These are the fastest growing category of photography classes offered at the Art League and are designed as one-on-one classes for photographers who are looking to add new skills in a highly personalized, short format, very hands-on experience.

Sessions may be held in a fully equipped photographic studio at the Art League or at a variety of other locations depending on the student's interests. The goal is to help both new and confident photographers rapidly learn new techniques or skills they want to have, help them expand their photographic range, or solve recurring issues in their images that are limiting what he or she can achieve. [Find complete details and cost/registration info here!](#)

- **Photo Editing in Lightroom** is a highly individualized one-day photo-editing workshop held on a Saturday each month that is guaranteed to help you produce better images. **The next class is planned for March 16, 2024.** The topics and strategies we will learn are ideas common across all the major editing platforms. Using them, a few minutes of editing can take an average picture to entirely new levels! [Find complete details and cost/registration info here!](#)

If you or someone you know is interested in getting up to speed with your camera or finally mastering manual mode and exposure, those topics can be done nicely in a small group or private class format. For more information or to discuss details, contact Larry at the email or phone below. (Send a text for the fastest reply.)

For more information on photography classes, especially our fastest growing category, private one-on-one or small group classes, please contact Larry Johnson at drjohnson@gmail.com or 512-740-6205.

[Learn more about Johnson's work here](#)

[See what students had to say about Larry's classes](#)

2024 Schedule of Workshops!

Larry Johnson, Workshops
drjohnson@gmail.com

We kicked off 2024 with a bang, thanks to Vie Dunn-Harr, who put on a fabulous session in January. Going on right now is Joan Fullerton's sold-out workshop at the end of February, and Robin Cheers will return in May with her excellent workshop on impressionism and her novel and productive way to approach it.

That makes seven workshops for 2024, and already two signed up for 2025! You can learn full details about any workshop on the [NBAL website](#), and online registration is available.

Here is the spring schedule!



Monika Pate: Exploring Glass Techniques in Watercolor. During this 3-day workshop, students will explore a variety of techniques to create realistic glass objects in transparent watercolor. A simple still life will be used to learn how to approach the variety of shapes, colors, values and texture of glass and reflective surfaces. [Learn more here!](#) [Register now!](#)



Robin Cheers: Impressionist Oil/Acrylic Workshop

There are still seats available for this fun and informative workshop with Robin Cheers, to be held May 10-12, 10am - 5 pm! In this workshop, Robin will introduce movement and abstraction as the foundation for any subject matter. She will do group demos and work personally with each participant, encouraging them to realize new strengths and expressions. [Discover more about Robin and her work here.](#) [Register Now!](#)

Coming next fall, we have a fantastic lineup! Click on any of the listings below to see complete information about these fall workshops.

- [Marla Baggetta, Sept 6-8, 2024.](#)
- [David Lobenberg, Oct 25-27, 2024.](#)
- [Elizabeth St. Hilaire's Oct 18-20 session](#) is waitlisted.

You can register for any of these sessions right now via the online form at:
<https://form.jotform.com/230390334096150>

2024 Board of Officers

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