



# Sacandaga Valley Arts Network

P.O. Box 660, Northville, New York 12134

Promoting the Arts throughout the Sacandaga Region

www.SVANarts.org ■ Email: office@SVANarts.org



## MESSAGE FROM THE PRESIDENT

May 30, 2011

Hello SVAN Members,

The best-kept secret in the southern Adirondacks is not a secret anymore. The Sacandaga Valley Arts Network is becoming well known throughout the region by visual and performing artists, arts organizations, art enthusiasts and the business community. Even during our not-so-busy time of the year, SVAN continues to grow in not only offerings but in membership.

This year I think the number of exciting events and entertainment SVAN has scheduled for the 2011 season will amaze you. To help you plan and keep on top of our many events, we have put “nearly” all of SVAN’s events on one document, the *2011 Schedule of Events in Brief*. I say “nearly” because wonderful opportunities for events and entertainment happen all the time. So make sure you watch your local newspapers, my newsletters, the Grapevine and check the SVAN website for new events.

### Continuing Education

In order to be and do the best for SVAN, our board and committee members are continuing their education by attending workshops. Recently training was presented by the Adirondack Lakes Center for the Arts in Blue Mountain Lake and the Fulton County Regional Chamber of Commerce and Industry in Gloversville.

Laura Ginter and Arlene Rambush attended *Finding and Promoting Artists Workshop* to learn strategies for searching out new and interesting talent, negotiating contracts, and how to promote performances or exhibitions. Also at the arts center Mary Ann Evans and I attended Basic Accounting and Budgeting for Non-Profits regarding basic accounting principles including chart of accounts, budgeting and tax reporting.

The Fulton County Chamber of Commerce offered a *Social Media Seminar* on why not-for-profit and for profit businesses should participate in the information exchanges of Social Media. Cheryl McGrattan, Dir. of Public Relations for Nathan Littauer Hospital and Nursing Home and Robert McCarthy, Dir. of Commercial Sales at Frontier Communications presented this seminar.

Michele Derwin, Barb Spaeth and I attended a very interesting and informative seminar on Social Media and Networking. After the seminar our conclusion was that; SVAN definitely needs to actively participate in social media conversations. According to Cheryl we cannot just list events on Facebook as we would on our website, but we need to invite people to join and get involved in SVAN, our activities and events. She also said that any organization, but especially not-for-profits should have several people working on social media. We decided to promote and work within

Facebook. This is a whole new adventure for SVAN and I am inviting our members to please assist and possibly teach me how to make the most of this new project.

### **SVAN's Classical Music Concert Tickets**

On July 11, the SVAN Classical Music Committee will be presenting *The Ballet Brass, a brass quintet from the NYC Ballet Orchestra* at the Batchellerville Presbyterian Church. Included in this letter is a form giving you the opportunity to pre-purchase your tickets for this wonderful concert. Also, in this time of donation and grant reductions please consider becoming a concert patron by making a tax deductible donation to help support this performance.

### **Presenting Members**

This summer two of our SVAN members will also be presenting their talents and works at the beautiful *Adirondack County Store* on Main Street in Northville. While visiting the store in June, be sure to look for SVAN's fun, creative and beautiful "Adirondack Outhouse Quilt". The quilt is one of our main annual fundraisers so be sure to purchase a few raffle tickets while you are there.

Patricia Nugent will be reading excerpts from her new book *They Live On: Saying Goodbye to Mom and Dad*. This reading and book signing will be held on July 16 between 10:30-11:30 AM.

Also at the Adirondack Country Store on August 13 from 11am to 2pm landscape artist Ann Larsen will be painting in oils and will display some of her completed paintings.

For more information about these talented members presenting their works, call the Adirondack Country Store on 863-6056 or go to the website [www.adirondackcountrystore.com](http://www.adirondackcountrystore.com).

Congratulations to SVAN member, Janet Marie Yeates who was awarded the Mary Garrison Memorial Award at Essential Art: Regional Juried Art Show Cooperstown Art Association for her oil painting, "Safe Harbor, Evening". You can view several of Janet's paintings in the *SVAN Participants Gallery* on the SVAN website.

### **2011 SVAN Artists' Gallery Open House and Reception**

Please join us at the next Artist Gallery Open House and Reception to be held Thursday, June 9 from 5 to 7pm at the Fulton County Visitor Center in Vail Mills. The Visitors Center is located at the intersection of State Hwy 30 and 29. Enjoy the artwork by our SVAN member artists under the new lighting in the main reception gallery. Again please join us, to meet the artists, see the artwork and enjoy refreshments.

### **The Third BID/SVAN Downtown Gloversville Art Fair and Sale**

The Art Fair and Sale will take place on Saturday June 18 between 8am and 2pm. The art fair tent will be located directly across from the Gloversville Farmers' Market in the park between Elm and North Main Streets — rain or shine! The event is co-sponsored by Gloversville Downtown Business Improvement District (BID) and SVAN. The event and location brings art and the bounty of the farm together for a "healthy creative recharge."

### **Northville Visual Arts Gallery**

SVAN's upcoming Meet the Artist event at the Northville Library is a Mixed Media exhibition presented by Northville Central High School students on June 7, from 6 to 8pm. Please support and

encourage our talented students by attending their reception to view their wide variety of creative artworks. The student's display, organized by Pat Purtell, will be on exhibit for the entire month of June. All are welcome; refreshments are available at each of our "Meet the Artist" events at the Northville Library Gallery at 341 S. Third Street.

## **Arts Educational Workshops**

The Sacandaga Valley Arts Network's goal is to bring a wide variety of Fine Arts and Crafts to the communities of the Sacandaga region. We have everything from painting and drawing to paddle making and creating with stained glass. This summer our wonderful new *Arts Educational Workshop* program will begin with a Free Lecture/Demonstration by *Fiber Artist Arlene Rambush*. I have personally observed Arlene demonstrate this centuries old tradition of hand weaving using a loom, and I found Arlene to be very knowledgeable, interesting and skilled.

I recently asked Arlene, who has only been weaving for approximately 5 years how she became so skilled. She told me that she had been taught by, the now deceased Master Weaver Gene Valk, who had been weaving for over 60 years. Before Arlene really started weaving on her own, she had studied under Gene for 35 weeks putting in over 1000 hours of intensive study and practice. What does Arlene like about weaving? She stated that, of course she enjoys the creativity of weaving materials but that she truly enjoys keeping this ancient art alive. Arlene most enjoys giving demonstrations to children; and teaching them that when this country was founded "If you didn't grow it or make it, you didn't have it". She feels this is a very valuable lesson for everyone to know but especially for our children to learn. *Fiber Arts: The Art of Hand Weaving* will be held at the Bradt Building on 412 S. Main Street in Northville on June 1 from 6-8pm. If you are unable to join Arlene at this demo do not be discouraged. Feel free to call 863-8647 for more information on upcoming demonstrations and hand weaving workshops.

SVAN also has several more workshops in June in which to learn a new skill or improve or stretch your current skills. See the back page of the *Schedule of Events in Brief* for the FULL offerings of wonderful workshops throughout the summer and fall.

## **Announcing ARTrails Open Studios Tour**

Finally, an event that SVAN has wanted to offer for several years! With all the wonderful talented artists in the Sacandaga region, the SVAN board had been discussing having an artist tour when suddenly a fairly new member, Pavlos Mayakis called and offered to direct and assume the lead of an artist tour event. We are so excited that this event is really happening and all because a new member loves the arts and wants to see our shared dream come true.

This fall SVAN will present a free to the public *ARTrails Open Studios Artist Tour*, a unique opportunity for the visual artists and craft persons to promote their work to the public during two great weekends -- October 1-2 and October 8-9. A high quality map will be printed that lists all of the participating artists along with their studio locations so that the public can meet the artist and see them working in action on this self guided tour. This map and guide will serve as an artist directory that will have value for you all year long, well beyond the event.

*ARTrails* is a juried program intended to encourage established and emerging artists who are actively producing high quality work. **The registration deadline for this exciting event is fast**

**approaching, June 30, 2011.** The cost for participating artist is \$30.00 for each weekend and there is no application fee. More information and an application is available on the website at [www.ARTrailsSacandaga.org](http://www.ARTrailsSacandaga.org). Also a quick link *ARTrails* has been added to the SVAN website home page. Questions can be directed to Pavlos Mayakis, program chairperson at (518) 752-6800 or to [pavlos@pavlosmayakis.com](mailto:pavlos@pavlosmayakis.com).

For your information, to insure that SVAN artists are aware of the ARTrails project and know all are invited to apply, committee members may be calling artists to invite them to participate.

## **The 53rd Annual Fulton County Art Show**

As mentioned in April's newsletter, SVAN donated a \$100 prize award for a high school student that would be participating in the Fulton County Art Show. SVAN wishes to announce and congratulate a very talented junior, **Jahna Church** as the 2011 recipient for her amazing work in charcoal. This talented artist also won Best of Show in the 2010 Fulton County Art Show. After graduation from Broadalbin/Perth, Jahna will attend college where she plans to earn a degree in art.

## **The Northville Rotary - Call to Artist**

SVAN welcomes our newest non-profit member, the Northville Rotary. The Rotary wants our community to know that they also work to support area artist and donate most of their proceeds generously to multiple charities. Last year's Rotary Woodworking and Art Show was very successful with an estimated 3-4,000 people attending and purchasing art. The Rotary asked me to send out the following *Call to Artist* to all interested SVAN member artists. You can learn more about the Rotary by going to their website [www.northvillerotary.com](http://www.northvillerotary.com).

*The Northville Rotary's Third Annual Woodworking and Fine Art Weekend July 15-17 at the Bradt Building on Main St. in Northville has a few spaces left for artists. We have 32 artists signed up at this time. **The final registration date is July 1.** If you have any questions please call Sheila Anderson at (518) 581-1271. Hope to see you there!!*

## **Promoting the Arts**

The *Adirondack Lakes Center for the Arts* has received a matching funds grant from NYSCA for the purpose of marketing visual and performing art events held in Hamilton County. For nine weeks, beginning June 29 and ending August 24, a 2-page Arts Section will be included in the Hamilton County Express. Each week a schedule of events for the upcoming week will be published with a focus on the back-stories of the performers, events and programs being offered.

## **Music and Theater**

As you peruse the *Schedule of Events in Brief* you will see that we have many-many music and theater events presented by SVAN starting in July. More detailed information regarding these events will be provided in next month's Message.

## **Administrative Note**

SVAN would like to offer our membership with options regarding the distribution of the Message from the President newsletters. If you would prefer to receive an electronic copy instead of a hardcopy please e-mail Mary Ann at [maevans@frontiernet.net](mailto:maevans@frontiernet.net).

I hope to see you often during this summer and fall artistic season.

*Barbara Reffitt, President*

