

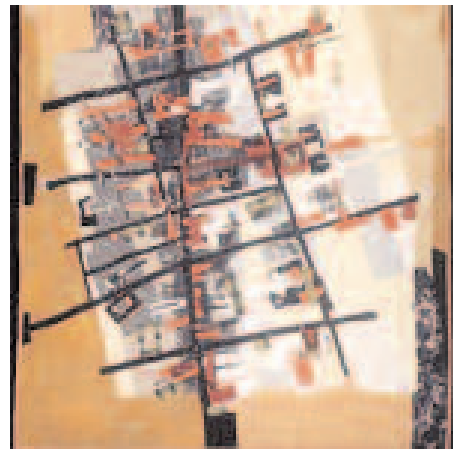
Bits and Pieces Newsletter

.....September 2012.....

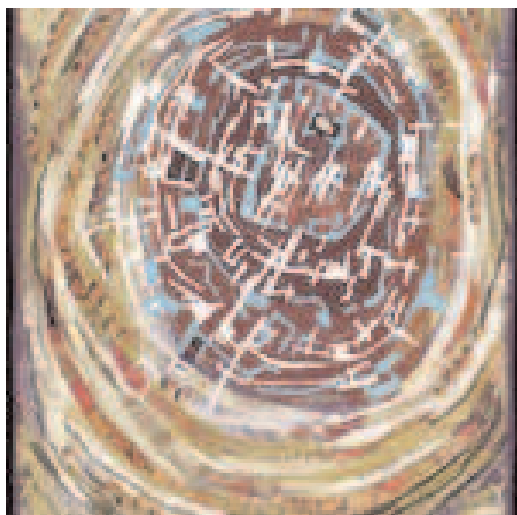


FRCQ presents
Valerie Goodwin
"A Dialog Between Quilting
and Architecture"
Monday, September 17, 2012
Westminster Recreation Center
Socializing at 6:30pm; Business meeting
followed by Show and Tell at 7:00pm
Program at 8:00pm

This lecture focuses on this unusual subject matter – finding common ground between quilting and architecture. This is presented in an engaging manner, using many interesting ideas and stimulating images. It also includes a trunk show showcasing her quilts as well as the work of her architecture students. See Valerie's website at: www.quiltsbyvalerie.com



City Grid II, 39" x 46"



Labyrinth of the Hidden Goddess, 23" x 35"



City Grid III, 32" x 44"

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If an FRCQ meeting is cancelled due to inclement weather, a notice will be posted on the website at <http://www.artquilters.org>

Yes, It Really Does Take a Village

I've Never Been More Proud of Our Community

I want to give my personal thanks for every member who came to our August meeting to hear our speaker, J. Bruce Wilcox. Changing the date of the meeting is always a challenge -- especially since many members belong to more than one group and ACQ and RMCQ both had their monthly meetings that night.

For the over 100 members that attended, I think you can all agree, it was one of the most entertaining and interesting presentations we have had all year. And while his fears of "shocking" us fell a little short (after all, we've been seeing/making nude figures in art quilts for many years!), Bruce's unique perspective of being a male in a world dominated by women was very informative and mostly hilarious.

What captured my attention was seeing his innovative approach to working with fabric in the early years of art quilting. He came to fiber art as a fine artist — not as a quilter. Perhaps that's why he caused such a controversy in the early years of FRCQ. Bruce's retrospective display of fiber artwork is one of the strongest I've seen in Colorado. To me, the true mettle of an artistic voice is not to do the same work — over and over — but to constantly innovate and create new original work, and Bruce has done so with a flourish. His extensive fiber art portfolio shows a curious and growing experimentation with color, line and composition and I found it fascinating.

But the thing that touched me the most was the poem "Peace", written and emotionally read at the end of his presentation. It was about forgiveness and acceptance. It was a call for peace — not only for the world, but for our souls.

I too, harbor ill feelings toward some people based on past events. I tend to see everything in black and white. You are my friend or you are my enemy. So Bruce, thanks for reminding me that life is short and many things are not within my control. Thanks for telling me to forgive and forget. Thanks for encouraging me to move on with my life and my art and not let petty things get in my way. I'm not sure I have the fortitude to make peace, but I will try.

For those of you who couldn't make the meeting, here's Bruce's closing poem, printed with permission:

make peace

© J. Bruce Wilcox

it is time to make peace with your self
do this by loving yourself the way you are

it is time to make peace with your childhood
do this by releasing all old negative programming



Bits and Pieces is the monthly newsletter of the Front Range Contemporary Quilters. Submission of art quilt related articles from members is welcomed. These should be no more than 350-400 words. The editor and the Board reserve the right to edit for length, content and space. Deadline for submissions to the newsletter is the Thursday following the monthly meeting. Email articles and items for submission to the publication to:

Cynthia Ehrnstein
news@frcq.org

Advertising Policy:

Classes offered by members are printed for free in the section called "Member Classes"; business cards of members or businesses with services of interest to our members are printed for (3-1/2"x2") \$5 per issue; 1/4 page (3-1/2"x4-3/4"), \$20.00 per issue; 1/2 page (7-1/2" x 4-3/4"), \$40.00 per issue; full page (7-1/2"x9-3/4"), \$80.00 per issue. All advertising should be submitted along with payment to the newsletter editor by the deadline. Contact Cynthia at news@frcq.org for payment address.

Bits and Pieces is a benefit of membership in Front Range Contemporary Quilters and is not available by subscription. Membership in FRCQ is \$30 per year, due and payable January 1 of each year. Dues may be sent to membership chair.

Scott Farmer
PO Box 261362
Lakewood, Colorado 80226

Change of Address:

Please notify membership chair,
Scott Farmer, for any change of address.
members@frcq.org

2011-2012 Board Members:

President	Carol Ann Waugh
(303) 388-5215	president@frcq.org
Vice Pres./Programs	Christi Beckmann
Secretary	Becky Fellows
Treasurer	Marjorie Jannotta
Membership	Scott Farmer
Exhibits	Marlene Wojcik & Linda Strand
Workshops	Martha Dyckes & Jean Herman
Newsletter	Cynthia Ehrnstein
Institutional Memory	Kathy Keating

Other Contacts:

Website	Kathy Keating
New Skills Workshops	Alaina Marler
Yahoo List	Jeanne Lounsbury

it is time to make peace with your family
do this by loving your family as you love yourself

it is time to make peace with your life
do this by moving anger and healing your emotional
body

it is time to make peace with humanity as a whole
do this by respecting all life as your family

it is time to make peace with the earth
do this by recognizing the earth as sacred

it is time to make peace with your god/goddess
do this by being and becoming love

it is time to make peace on earth
do this by being at peace with yourself

to a creative caring compassionate human being
nothing less makes sense

Regards,
Carol Ann Waugh
FRCQ President
president@frcq.org

NOTE FROM CAROL

Now that our new directory is printed, it's a good time to remind everyone not to use this list without permission from each individual listed in the directory.
Thanks for respecting everyone's privacy and inbox!

Email Newsletters – Permission Based Marketing BY LISA CALL

Newsletters

I have decided to devote [this article to the subject of] email newsletters.

Artists are often told they need to have one and I agree they can be very valuable tools to get your artwork and big ideas out into the world so I'm going to share my thoughts and opinions about artist newsletters over the next few weeks.

Permission Based Marketing

Permission Based Marketing is a term coined by Seth Godin and simply put means: never put anyone on your email mailing list unless they gave you explicit permission to do so.

This doesn't mean you met them at a party and they gave you a business card. Nope – that person did not give you permission to send them your newsletter.

This doesn't mean all your relatives and artist friends that you've known for years, so of course, they won't mind. Nope – they might mind. So don't put them on there unless you ask them first.

This doesn't mean the person that sent you email saying they liked your artwork. Nope – they just like your art – maybe they don't like your writing – let them decide. Definitely tell these folks about the newsletter, but then leave it to them to subscribe if interested.

Permission based marketing means the only people that go on your list are the people that understand that if they sign up, they will be getting email from you about your artwork on a regular basis.

Targeted List

The purpose of permission based marketing, beyond not annoying people with unwanted emails, is that your list becomes a targeted list of people that have clearly stated they care what you have to say.

Instead of shouting to thousands, who might potentially be interested, you are engaged in a more personal conversation with those that are truly interested.

When I started my newsletter mailing list, I wanted to do the permission based marketing so I didn't add anyone I knew. I didn't even email them and tell them I was starting a list. It was pretty scary because I worried noone would care and noone would sign up.

I let people know about my upcoming newsletter by writing about it on my blog. I ended up writing about it for a year before I sent my first newsletter as it took me quite a while to figure out what to say in my newsletter.

By the time I sent my first newsletter in 2008, I had over 200 people on my mailing list. People that asked me to send them email, that were welcoming me into their inbox. I attracted that targeted group of people by providing qual-

ity content on my blog and creating artwork that appealed to my fans.

Abundance

To this day some of my closest friends are still not on my mailing list. A fairly significant number of my collectors aren't on the list either.

This used to bother me, I'd think I should tell them to sign up, or make an exception to my permission based marketing ideals. But slowly I got over it and no longer feel I should add them.

I find that if I trust in abundance, that my list grows faster than if I get all wound up about who is and is not on my mailing list. It's about thinking BIG and knowing, trusting, that the people that need to be on your list, are on your list.

It's also about providing great content so you attract those people and that once there, they remain on the list. Less than 3 years after sending my first newsletter, I now have over 700 subscribers to my studio newsletter. Each of them has subscribed to the list by choice.

The Unread and Unwanted

Say you do add a bunch of friends and family to your mailing list because permission based marketing isn't for you.

No doubt many of them will be thrilled to hear from you and embrace the newsletter.

What about the rest? You've now put them in a difficult position, some people are very picky about their email inboxes. If they unsubscribed, they know they will hurt your feelings. So are they just stuck with the newsletter? Probably.

But chances are they won't read it if they don't want it. That's why we have delete buttons.

All those folks on your list that don't want to be there, but feel stuck, yep, they are probably not reading it. So what is the point of sending it to them in the first place? Respect your friendships and relationships and stick with permission based marketing.

Wrap Up

Think Big – trust that your message will reach your target market and embrace permission based marketing for your email newsletter.

FRCQ – Exhibits

Portfolio – Best of 2012

January 1 – December 31, 2013 (FRCQ Website)

Call for entries to update the FRCQ website portfolio. Theme is "Best of 2012". Entries will be limited to work completed in 2012. Jane Dunnewold is the juror for this exhibit. Deadline for entry will be November 5, 2012. Entry forms will be available mid-September.



Foothills Art Center

June 4 – August 2, 2013

FRCQ has been invited to hang an exhibit in their community gallery in 2013. We are working with the Center to develop a theme and secure a juror. Deadline for entries will be in April, 2013.

For questions about FRCQ exhibits, e-mail FRCQExhibits@comcast.net.

Calls for Entry of Interest

Arvada Center – Art of the State: A Juried Show of Colorado

January - March, 2013

This juried exhibition is open to all Colorado artists in all media. The exhibition aims to showcase the quality, depth and diversity of Colorado artists. For the first time, all three of the Arvada Center's galleries, over 10,000 sq. ft. will be dedicated to one exhibition. Entry deadline is mid-October.

<http://arvadacenter.org/galleries/call-for-entries-art-of-the-state-winter-2013>

Member News

For the past thirty years, Marta Amundson (Riverton, Wyoming, FRCQ member since 1991) has used art quilts to express her views of how she sees the world in its ever-changing manifestations. The subject matter of her quilts range from Buddhism to global affairs, endangered species, health care in America and feminism. This show will be mounted in the museum's large galley.

The NICOLAYSEN MUSEUM 400 E Collins, Casper Wyoming, September 28, 2012 - January 6, 2013
Member's Preview with Artist's Talk Friday September 28th 6:00PM (my friends from FRCQ are welcome to join us, just tell them you are my cousin or auntie!)

Free Public Reception September 28th 7:00 with beverages and appetizers.

Marta will teach A COWGIRLS BOOK OF MACHINE QUILTING on OCTOBER 20TH from 10AM-5PM contact zgallegos@thenic.org for more information. Casper is 3.5 hours north of Fort Collins on I-25 Hope to see you there.

Lisa Call's work is featured in a solo exhibit in NYC at the art quilt gallery - opening on September 10th with an artist talk on September 11th. Exhibit details: *Line and Color* – Textile Paintings by Lisa Call, The Art Quilt Gallery, 133 West 25th Street, between 6th & 7th Avenues, New York, New York 10001, September 10 – October 20, 2012, Hours: Tuesday to Saturday, 11 to 6 pm, Sunday & Monday by appointment only. *Opening Reception:* September 10, 2012 from 6:00-7:30pm

Gallery Talk: September 11, 2012 from 6:00-7:00pm <http://artquiltgallerynyc.com>

Lisa Call's work will also be featured at the Lakewood Cultural Center here in Denver. They are arranging the galleries like a home (with furniture) and will have art objects sprinkled throughout.

Artful Home - Lakewood Cultural Center, 470 S. Allison Parkway, Lakewood, CO 80226,

September 7 - November 4, 2012, *Opening Reception*: September 7, 2012 from 5:00-7:00pm

Hours Mon - Fri 8 a.m. - 5 p.m. Sat 10 a.m. - 2 p.m. <http://www.lakewood.org/CulturalCenter/>

Lisa Call is also currently enrolling for online workshops (Working in a series and Working in a Series II) - they usually sell out quickly but if you are interested you can get an overview here:

<http://lisacall.com/workshops/online-workshops/>

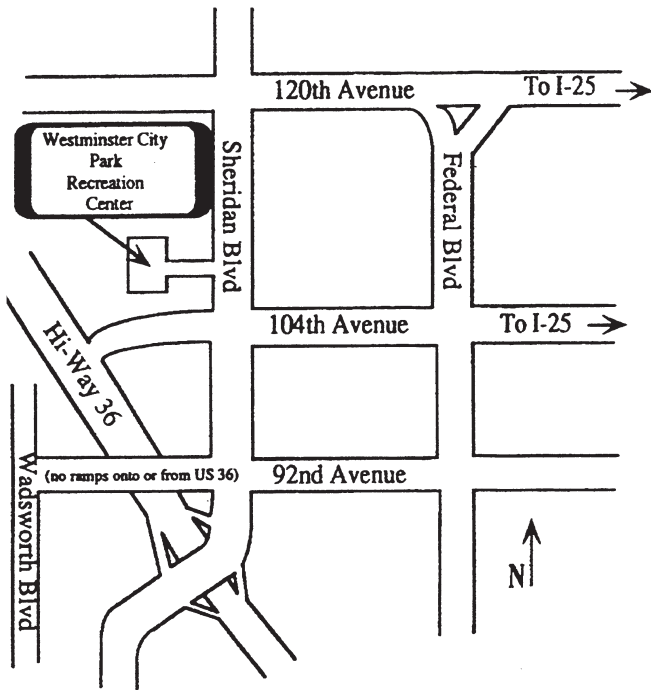
HOT DEAL!! FOR SALE:

Janome 6600 sewing machine one year old. hardly ever used. Will deliver to northern Colorado or Denver area. \$1000 obo. Contact Phillippa Lack, 307.635.4657 or email phil@pkldesigns.com



2012 FRCQ Schedule

FRCQ meetings are held at the
Westminster City Recreation Center
7:00 PM



SEPTEMBER 17, 2012

Valerie Goodwin

OCTOBER 15, 2012

Luana Rubin

NOVEMBER 19, 2012

Lisa Call

2012 FRCQ Membership Form

PLEASE PRINT CLEARLY

Mail to: FRCQ, Scott Farmer, PO Box 261362, Lakewood, CO 80226-9362

Date: _____

DUES are \$30

CASH CHECK RENEWING MEMBER NEW MEMBER

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE: _____

The FRCQ newsletter is delivered directly to your email address—please print clearly especially if there is an underscore or dot in the address:

EMAIL: _____

WEB SITE: _____

A link to the PDF of each month's Newsletter will be delivered via email to paid FRCQ members and may be downloaded and printed at home.

Please print carefully! All data is entered into a database so that we can print a member directory, make mailing labels and newsletters can be sent via email. I need to be able to

distinguish between "qmail" and "gmail" and "ymail" and ". " and " _ " Yikes!!
Thank you, Scott, Membership Chair