

## WE HAVE A NEW WEBSITE ADDRESS!

*ARTIUM is Latin for "belonging to the arts".*

Our JUNE meeting was a Hands on Watercolor Demo by Watercolorist **Jim Gensheer**. He directed us in the fine art of less is more and how to use additives (salt) to give a unique perspective! Click on our FaceBook link below to see each individual work of art up close. [\(3\) Mansfield Art Association | Facebook](#)



# June Artist of the Month

**1st place. Lisa Onvani -**  
Day Job, Lonely Autumn by the  
Creekbed, Watercolor & Pen



**2nd place. Rose Lewis -**  
Springtime in Texas, Acrylic on  
Wood



**3rd place. Linda Roman -** Rodeo  
Rider, Acrylic on Canvas



"The object of art is not to reproduce reality, but to create a reality of the same intensity."  
-Alberto Giacometti



Our July 21, Meeting will be Acrylic Abstracts by **Scott Dykema** Chris Burkett Service Center, 620 South Wisteria Street, Mansfield at 6:30p.m.



Don't forget to bring a piece of art for the monthly **Artist of the Month** competition!

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"Whether you succeed or not is irrelevant, there is no such thing. Making your unknown known is the important thing." Georgia O'Keeffe

### Art Term Corner

**ENVIRONMENTAL ART** is art that addresses social and political issues relating to the natural and urban environment



Joseph Beuys  
*The End of the Twentieth Century* 1983-85

### Brag Time!!



Post good news of art sales here! Send your news to  
JessicaMang@gmail.com

Show me the **MONET** Gallery of Fine Art

Supporting and  
Promoting Local Artists

Featuring a Wide  
Variety of Original Art  
from Diverse Media

Developing Artistic  
Abilities through  
Professional  
Workshops

4720 South Cooper Street  
(inside Gracie Lane)  
Arlington, TX 76017

Pepper Crary 817.313.6327



The link to our  
Monthly Calendar of  
workshops is here;

[https://mcusercontent.com/bc13c4e4e849a4efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06\\_2021\\_Monet\\_Workshops\\_Calendar.xlsx](https://mcusercontent.com/bc13c4e4e849a4efb990fa10/files/f3de9d01-aaca-da95-77aa-7d036ebd3f08/06_2021_Monet_Workshops_Calendar.xlsx)

### Contest News

For more news and events check out this link from ART News DFW  
<http://artgroupsdfw.com/category/competitions-calls-for-entries/>

### Art Events Around Town

For more news and events check out this calendar link from ART News DFW  
<http://artgroupsdfw.com/calendars/>



Mouser Electronics  
is Our Newest  
Sponsor ARTIUM is  
the recipient of a  
\$1000 Grant  
for the Arts.

**"The artist is a receptacle for emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider's web." Pablo Picasso**



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### Guest Columnist

by **JASON HOREJS**

[www.reddotblog.com](http://www.reddotblog.com)

### **When all Else Fails, Follow Up!**

*There will be times when you are unable to close the sale on the spot, despite your impressive expertise. Even if you do everything right, there is no guarantee of success, written or otherwise. Clearly, in the best of worlds, business is concluded on the initial visit – you are happy, the collector is happy, and everyone can breathe a sigh of relief. **But what if all does not go as planned? What then?***

*In the case of the runaway shopper, you ought to have a system of operation in place that addresses the practice of follow up. But for follow up, each and every "unclosed sale" that walks out your door is lost forever. The follow up requires care, continuity, and consistency. Be careful not to irritate your customer with incessant communication. Do only as much follow up as is reasonable to prevent the lead from growing cold. Continue to exude cheerful optimism and good will with each contact.*

*It is ultimately too little contact that dooms the potential for a sale. I have found that it generally requires more than one follow up communication to close a deal. Giving up after the first or second attempt demonstrates a defeatist policy unworthy of the master sales guru.*

#### **Gather Contact Information**

*I am far more interested in getting my customer's follow up information than I am in giving him a brochure or business card, and then hoping for the best. Giving out a brochure or business card is a*

*last resort – this happens only after I have successfully obtained his contact information, or have been rebuffed in every attempt to do so. You are going to have a hard time following up if you don't manage to collect your client's contact information. Gaining access to this information requires skill. It is a vital precursor to the line-up of steps leading to the deferred sale. Instead of requesting his credit card for an immediate closure, you are requesting his private, personal, and precious contact data as the means whereby you can stay in touch. To reiterate: Do not seek this information until all other attempts to sell have failed. Because it is easier to gather contact information than it is to close a sale, you may be incentivized to extract the address early in an encounter. However, when you let the ease of collecting an email address tempt you to focus your sales efforts here instead of where they should be – on making the sale – you are writing your own license to fail.*

#### **RESIST THIS TEMPTATION!**

*The ideal way to get a client's contact information is to write it on a sales slip as he is handing over his credit card. Always put your energy into making things happen to fit the ideal; don't make the drill more difficult than it has to be by delaying the sale. Now that we have that out of the way, let me share a few of my secrets for acquiring contact information. Though it is indeed easier than making a sale, it does demand a bit of finesse. People are understandably reluctant to share their phone numbers, both land and cell, and their addresses, both snail mail and email. We live in an age in which we are bombarded with advertisements, solicitations, and notices – JUNK. No one is*

*excited about the prospect of receiving additional unsolicited calls and mailings. Fortunately, when you've done a good job of laying the foundation for a relationship, your client will trust you not to misuse his information. You can commiserate about overloaded inboxes and intrusive phone calls. "Oh, that we could escape the deluge! I can't blame you for wanting to restrict additional access to your inbox and mailbox and phone lines!" With all of this in mind, give careful consideration to how you ask for the address. Asking outright, "May I have your contact information?" is likely to push a person into automatic defense mode. He will surely bristle at the suggestion that he should be expected to summarily surrender his privacy. **Try instead, "Would you like me to email you an image of this piece? I can include the dimensions and additional detail for you."***

*Better yet, take an assumptive approach. In my gallery, I have client contact cards secured on small clipboards. When a customer prepares to leave the gallery, I extend a clipboard and a pen and say, "I will email you an image of the piece along with dimensions, pricing, and additional detail." Make this a cheery, breezy overture, and watch it work like a charm.*

*People have a tendency to be equable, and to follow the path of least resistance. The best part about getting the client to fill out the contact form instead of directly asking for the information is that he will indubitably fill out the entire form, giving not only an email address, but a physical address and phone numbers as well.*

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### Where Life Meets Art

**Our Mission: To enhance the quality of life in our community through advocating, supporting, and promoting artistic, cultural, and educational opportunities.**

#### ARTIUM Board

President: Jessica Mang  
Vice President: Dallas Williams  
Secretary: Patty Hofer  
Treasurer: Lisa Onvani  
At-Large directors;  
Webmaster; Mr Hofer  
Adeline Rogers  
Paula Goolsby.  
Photographer; Michael Peterson  
**Free sketching, drawing, painting, events in DFW area**

#### Business Classifieds

\$20 for a 6 month ¼ page ad  
*Please support our patrons.*

<https://www.facebook.com/groups/urbansketchersdfw/>

Urban Sketchers Dallas/Fort Worth is an official Chapter of Urban Sketchers, an international non-profit dedicated to promoting and teaching freehand on-location sketching across disciplines and around the globe. Join us and help us show the world our cities, towns and travels, one drawing at a time.

#### Free Resources for artists [Pixabay.com](https://www.pixabay.com/)

Free images, videos and music you can use anywhere  
Pixabay is a vibrant community of creatives, sharing copyright free images, videos and music. All contents are released under the Pixabay License, which makes them safe to use without asking for permission or giving credit to the artist - even for commercial purposes.

#### New Sections Coming!

##### Free Personal Classifieds

*Let us know about your upcoming shows, or art supplies you wish to trade, barter, or sell*

\*\*Jessica Mang – looking for someone to go out and sketch landscapes or buildings with me. I can drive and want to get out and draw. Call or text 916.595.3761

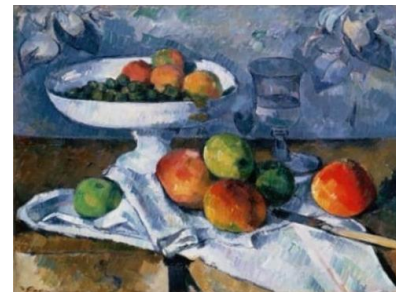
***Pick up your brush/pencil/pen and just start making something beautiful!  
Just DO IT!!***

#### WANT TO BE A REPORTER?

To submit news tips, ideas, events, or classifieds contact Patty Hofer at [quaggastudio@gmail.com](mailto:quaggastudio@gmail.com) We publish after the regular monthly meeting, so please submit before the meeting.

**“A work of art which did not begin in emotion is not art.”**

**Paul Cezanne**



**When you forget to contour**



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### ARTIUM Speaker Calendar

|                    |                 |  |   |
|--------------------|-----------------|--|---|
| JUL 19             | Acrylic         | <i>Scott Dykema</i>  | large-scale paintings, spray paint, gold and silver leaf, house paints, and stains and varnishes.   |
| AUG<br>14<br>5-8PM | Mini Gala       | <a href="http://Grounds &amp; Gold Co.">Grounds &amp; Gold Co.</a><br><a href="http://groundsandgold.com">groundsandgold.com</a><br><a href="http://4130 S Bowen Rd, Arlington, TX 76016">4130 S Bowen Rd,<br/>Arlington, TX 76016</a> | Start Preparing your Best Paintings for a Mini Gala! This will be your opportunity to sell your paintings to the best market of art buyers in the Arlington city limits. We will be able to serve complimentary wine and we are looking for musicians to entertain. We will be promoting this event and need each of you to promote it too on your social media accounts. More details to follow! |
| AUG<br>16          | Conservator     | <i>Grace Walters</i>   | Amon Carter Conservator of Works on Paper   |
| SEPT               | Printmaking     | <i>Adam Palmer</i>   | Media - Drawing, Screen Printing, Sculpture   |
| OCT                | Fiber Artist    | <i>Christine Miller</i>  | Weaving & Basketry, Knitting & Crochet, Sewing & Embroidery, Needlework & Embellishment, Functional Items, Clothing, 2D & 3D Art Concept  |
| NOV                | Art Journaling  | <i>Amy Semifero</i>  | Art journaling Techniques   |
| DEC                | Christmas Party | <i>Jessica Mang</i>  | Social event  |

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Whats new in the ARTIUM website?

We have been adding artists and making changes that will delight you!! NINE new artists have been added to our current website Gallery!!

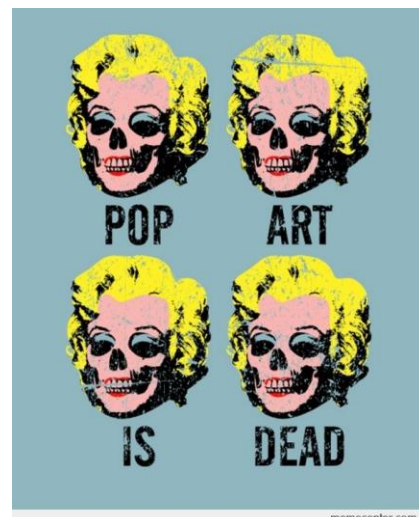
<https://mansfieldart.org/>

Its official!! ARTIUM has joined the **Mansfield Commission for the Arts** through a corporate membership. Every member of ARTIUM now has access to everything the Commission for the Arts has to offer all under your ARTIUM membership. We are so pleased to now be able to offer you dual membership for the price of one. If you have any questions please feel free to text or email me.

[Jessicaemang@gmail.com](mailto:Jessicaemang@gmail.com)

916.595.3761

Be sure to check out our website because Patty and David Hofer have been working hard to make improvements and adding new services. Don't forget to send new art to update your presence online.



### ARTIUM

Elections are upon us!

If you would like to serve on the ARTIUM Board please contact

Jessica Mang at

[JessicaeMang@gmail.com](mailto:JessicaeMang@gmail.com)

and let me know what you would like to do. The Board welcomes help from everyone and we look forward to stepping down and letting a new crew lead us into the future.

We are working on ARTIUM T-shirts

With our new logo! They will run around \$16 to \$18 for members and \$25 for non members. The white area will be black but my software is uncooperative. :(



You get the idea!

**ART IS NOT  
WHAT YOU  
SEE BUT  
WHAT YOU  
MAKE  
OTHERS SEE  
DEGAS**