Immediately following the Ann Arbor art fairs, NAIA held its annual Artist Conference. This year’s meeting took place on the shores of Lake Erie. After celebrating with a welcoming dinner on Sunday night, participants gathered by the lake to enjoy a blazing bonfire. More information and photos from the AC can be found inside this issue of the newsletter.
Thanks to all the artists who graciously donated their work for the auction: Larry Berman, Bonnie Blandford, Robert Bridenbaugh, Sally J. Bright, Robert Briscoe, Rick Bruno, Norm Darwish, Cynthia Davis, Roberta Elliott, Holly Foss, Martha Giberson, Pegi Gibson, Pat Hecker, Ginny Herzog, Jim & Cecile Keith, Michael Kopald, Chris Maher, Toni Mann, Mary Mark, Mary McFarland, Jim McGooey, Cindy McIntyre, Bruce Meyer, Jean Novak, Janet Parke, Banister Pope, Rick Preston, Sarah Rishel, Jack Route, Mary Margaret Sweeney, and James Wilbat. A total of $2,560 was raised, and will be added to the NAIA Foundation fund.

For more AC photos and a brief synopsis of the event, turn to page 10.

**The NAIA Mission**
The mission of the NAIA is to strengthen, improve and promote the artistic, professional and economic success of artists who exhibit in art shows. We are committed to integrity, creativity, and the pursuit of excellence as we advocate for the highest ideals and practices within all aspects of the art show environment.

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The 2005 Annual Meeting was held during the Artist Conference at Maumee Bay, Ohio on July 25, 2005. Although July is the middle of our fiscal year, we used this opportunity as the largest formal gathering of NAIA members during 2005 to present highlights from mid-2004 to July 2005.

The following list provides highlights of the activities of NAIA during that period. This list is what was reported in July.

(Updates since July are in red italics.)

**Administrative**

- **Strategic Plan:** The NAIA contracted with Martha Talbott, a strategic planning professional with the Georgia Center for Nonprofits, to guide NAIA through the process of creating a 5 – 10 year plan, with a 10 – 15 year vision. NAIA solicited participation from the membership through committee participation and surveys.
  
  **Update:** Plan is in final stages and will be released to members in early 2006.

- The fiscal year was changed to begin in January, rather than September, in order to better coincide our year end for reporting purposes, and to hold the annual board work retreat and new board member initiation in the slower festival calendar month of January.

- We computerized finances and bookkeeping onto QuickBooks, and have established detailed budgeting and reporting systems

- We developed a new NAIA logo in recognition of the 10th year of the organization. Many thanks to Paul Germain for donating a piece of his artwork in trade for design services.

**Board Changeovers**

- We thanked Jon Hecker, Martha Giberson, Jack Route, and Rick Nugent for their dedication and service on the NAIA Board.


  **Update:** Four more board terms expire at the end of 2005. Nominations were solicited from members through mid-October 2005.

**Advocacies**

- The long-standing goals and initiatives on the NAIA web site are being re-visited, revised and updated to better reflect issues of current concern to artists. Position papers will be written that provide an analysis of the advocacies that will provide support in promoting the advocacies with art shows.

  **Update:** The revised advocacy statements have been communicated to members with invitations to participate in writing the position papers. The goal is to complete the position papers by the end of this year.

- The NAIA has become an attentive proponent of copyright protection, particularly with respect to artists applying to shows using digital images of their work. This relatively new technology, if not monitored, can lead to abusive practices in light of the way digital images can be manipulated and transmitted over the internet.

  **Update:** NAIA sent members a report on a presentation by the U.S. Department of Justice about protecting copyrights in October 2005. Additionally, it is anticipated that a copyright acknowledgement will soon be included as part of the licensing for all shows that use ZAPPlication™.

- Disclosure questionnaires are being developed that will be sent to show directors nationwide. The questionnaires inquire into show policies and practices that are of critical interest to artists, but are often not disclosed on a show’s application. The advocacy position papers (see above) will provide illumination to show directors about the “whys” for the questions asked. Responses by the shows will be available to members on the NAIA web site. Shows will have the ability to update their responses as their policies may change, or they have further information to provide.

**Membership**

Our present membership information is as follows:

- **Current membership:**

  **Update:** 529 artist members / 85 contributing members as of October 30, 2005

- **New memberships:** (Update: 171 new or previously expired (i.e., more than one year ago) members since July 1, 2004)

- **Expired membership**

  **Update:** 95 expired members since July 2, 2004

continued on page 8
Searching for some great new innovative marketing techniques to increase your sales? Want to know the best method to use to clean your canopy and keep it looking like new? Like to hear about how other artists have creatively solved problems in the art show world? Looking for an easy-to-use "Yellow Pages" to find that company that sells widgets? Well, the Art Show Artist’s Survival Guide is for you!

The NAIA is producing a Art Show Artist’s Survival Guide, a fabulous resource full of handy-dandy tips to make doing what we do easier and better. It will cover all aspects of doing shows from the office, on the road, at the show, and on the web. The sale of this publication will help to fund the NAIA.

The NAIA has chosen Lulu.com, a print-on-demand publisher, to produce the Survival Guide. With print-on-demand publishing the books are printed 'on demand' as they are purchased. There is no initial outlay of funds by the NAIA since the purchaser goess directly to Lulu.com to purchase the book. There is no storage of huge numbers of copies by the NAIA as Lulu.com ships the book directly to the purchaser.

The survival guide will also include a “Yellow Pages” that will give contact information for industry-related businesses. As with telephone directory yellow pages, businesses will be invited to increase their exposure by upgrading their listings for a fee. Additionally, those businesses that offer discounts to NAIA members will be indicated in a special way.

We have already gleaned the names of the major suppliers and industry-related businesses, but if you know of a smaller business (or have one yourself!) that you think should be included, please let us know.

Tips in the Survival Guide come directly from NAIA members who have sent in their contributions. And it is not too late to send in yours! If your contributions are chosen to be included, you will be given credit for them. We are also in need of drawings, cartoons, illustrations, and photographs (your copyright notice will be included) as well as funny stories and recipes to add variety to our book.

Please send your contributions to CynthiaDavis@naia-artists.org

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**NAIA member distribution as of October 2005.**

*Map created through GPSVisualizer.com*
Notes and Photos from the 2005 Artist Conference

A Decade of Blazing Trails: The NAIA 10th Anniversary Celebration

“The purpose of this conference is to have a forum and a place where we can come together for ‘R and R’ and education. We’re here to teach each other about business and the creative and spiritual side of our lives. Who we are as artists, who we are human beings,” said Robert Brisco, Co-Chair of the NAIA 2005 Artist Conference (AC) by way of officially opening the meeting on Monday morning. “I’m astounded at art fairs, the life and world we’ve created. I want to see it go on, to hand it off to another generation.”

In support of this goal, Brisco, Co-Chair Rick Bruno, and Executive Director Ardath Prendergast worked to design a conference that would communicate both practical and inspirational information to those in attendance. In addition to some of the now-traditional AC offerings (the show director panel, the mock slide jury, and the opportunity to see one’s images projected ZAPP™-style), the trio devised such valuable additions as a presentation by a panel of art collectors and the sharing of

continued on page 10


Top: Don Kinder, Christa Mannarino, Jay Yellen, and Mike Corbin—the art patron panel. Center: Cynthia Davis maps out attendees’ geographic origins. Bottom: Ginny Herzog and Michael Kopald.
Assistance, Please:
NAIA Show Database Expansion Planned

In 2006, the NAIA will launch our initiative to promote the updated NAIA advocacies to shows around the country. As part of this project, we will also institute a new process whereby shows will be able to monitor their own progress in adhering to or adopting the advocacies through a self-evaluating questionnaire designed to measure progress in instituting the advocacies. The shows’ responses to the questionnaire will be available to artists on the NAIA web site. As shows make continued progress on the advocacies, they will have the ability to update their responses and the information that appears on the NAIA web site.

This is where we need your help.

Our goal is to not only reach out to the wide variety of shows that you apply to, but even those that you have considered applying to but didn’t—perhaps because something about their policy or operations deterred you from doing so. We want to reach events of all tiers, sizes, and locations around the country. Although we do maintain a database of shows, it is not as comprehensive as we would like in order to properly serve you, our members.

You can help to make this project valuable by sharing the show names, contact names, addresses, and email addresses of any shows that you apply to or don’t apply to because of their policies. You say you don’t have a contact name or address for a show? At least send us the name of the show and the city and state where it is held. We will do our best to search for the information.

Why not simply input data from Sunshine Artist, the ArtFair Source-Book, or another show guide service? The answer is that we want to target the shows that YOU are interested in; we need your information to build an NAIA database that is highly useful for us.

Please email your show information to ArdathPrendergast@naia-artists.org. If you prefer to communicate the information by regular mail, please send it to NAIA, 72 Douglas Street, Homosassa, FL 34446.

Thank you for your time. This advocacy and response initiative is one of the more targeted projects that NAIA is undertaking in answer to the feedback that we received from artists through our Strategic Planning Input Survey earlier this year, as well as feedback through the member forum, artist conference, and personal communications. With your support, we can make this a useful resource for all of us.

Member to Member Tips

A reminder from NAIA Board Member Sally Bright: “Consider always taking your digital images on a CD with you to every show you do next season—just in case we show up with the ZAPP™ equipment!”

Submitted by NAIA Board Member Cynthia Davis, “The latest ArtServeMichigan newsletter announced a new organization called Artist Help Network. Here is the blurb on it: 'The Artist Help Network is a free information service designed to help artists take control of their careers. The network assists artists in locating information, resources, guidance, and advice on a comprehensive range of career-related topics. The network focuses primarily on subjects of interest to fine artists. People working in the applied arts, arts administration, and arts-related fields will also find this site useful.'

The site is divided into seven general categories: Career; Exhibitions, Commissions & Sales; Money; Presentation Tools; Legal; Creature Comforts; Other Resources. Listings include publications, organizations, professionals, web sites, audio-visual materials, and software programs.

Here is the link: http://www.artisthelpnetwork.com
When Hurricane Katrina hit, the NAIA, along with the world, watched in horror as thousands of people lost their homes and their livelihoods. What could we do? How could we help? Our organization may be small, but our hearts are big.

As we reached out to locate our NAIA members who may have been in the direct path of the storm, we were relieved to learn that all were okay, and most had experienced only minor property damage. We asked them what NAIA could do to provide assistance. Although we do not have the resources to offer financial support, we figured surely there was some other way we could offer a helping hand.

During the course of discussions, one particular question arose repeatedly. How could artists from the area continue to apply to art shows if all of their slides were destroyed in the storm? In order to get an idea of the problems such artists might face, we polled our contributing members and the shows that are on our database to see if they already had a policy in place to deal with this situation, or, if not, how each particular show would respond to such a challenge.

We received an encouraging number of responses from directors. Some had already come up with a plan, but many said they had not previously thought about it and thanked us for bringing the problem to their attention. While some of the shows’ application periods do not open for some time—and it is possible that artists will have obtained new images by then—every other show responded that they were more than willing to work with artists to find an acceptable alternative. It was particularly touching to witness how some of the shows took the extra step of reaching out to affected artists directly to ask what they could do to help, even to the point of offering free or reduced-fee booth spaces. We also wish to offer big kudos to Richard Sullivan of the Naples National Art Festival. Working from a list that included previous applicants to his show, he telephoned and emailed each artist in hurricane-affected areas to offer special consideration, including a special jury exemption for those in need who had been previously juried into the festival for three years in a row.

These are small things, but hopefully, they will make a little difference to our fellow artists who were victims of Hurricane Katrina, and for those who may experience similar situations in years to come.

We would also like to acknowledge the efforts of two NAIA members, Larry Berman and H.C. Porter, that have been brought to our attention.

Larry Berman, a photographer and web designer who often assists artists in digitizing their images for ZAPP™ and Juried Art Services (JAS), has been donating all proceeds from the banner ads from his website to aid with hurricane relief efforts. As of October, he was able to contribute $600 from this source to the Salvation Army. Larry has also provided his services at no charge to individual artists who’ve lost their slides due to the storm. He helped one artist from New Orleans who had managed to save some of her work in rubber tubs. He prepared 19 images for her. Another artist who had lost her slides was referred to Larry from the Northern Virginia Fine Arts Festival in Reston. Larry was able to transfer her ZAPP formatted images and set her up with JAS, so she could successfully apply to the Reston show.

Mixed-media artist H.C. Porter has undertaken an ambitious project to create 60 to 80 paintings documenting the people of her home state of Mississippi and their resilience in the face of the disaster. It is her hope that this collection of work will travel to museums and galleries across the country for years to come to promote continued awareness of the problems connected with rebuilding and provide financial support for those efforts through the sale of admission fees, commemorative prints, and book sales.

H.C. is sending out an appeal to her patrons to pre-purchase one painting as a means to help fund completion of the project. She plans to travel to the affected areas of the state to record resident’s experiences as they try to reestablish their communities. Her efforts already have the support of one influential citizen, U.S. Congressman Chip Pickering, a collector of her work.

Details about H.C. Porter’s “Rebuilding Mississippi: Backyards and Beyond” project can be found on her website, www.hcporter.com.

Big hearts do make a difference. NAIA extends our thanks to all those who have extended their help.
• A new membership brochure with current information and the new NAIA logo is being prepared for printing.  
  
  Update: Brochure has been printed and is beginning to go into circulation.

Directors Conference
• 2004: The September 2004 Directors Conference in Kansas City; attracted 40 directors from 30 shows
• 2006: The 2005 Directors Conference is being planned for March 20 – 21, 2006 in Winter Park, FL, following the Winter Park Sidewalk Arts Festival.

  Update: The conference will concentrate on marketing methods for art shows, attracting buying audiences to art shows, and the kickoff of the NAIA advocacy campaign.

Artist Conference
• 2005: The conference at Maumee Bay attracted 55 registered attendees
• 2006: The next Artist Conference is planned to premiere as a joint conference with the Directors Conference.

  Update: Responses to the Artist Conference Interest Survey that followed the Maumee Bay conference informed us that an Artist Conference in 2006 should not be held. The Directors Conference will go on as planned.

Publicity
• The NAIA Board Chair issued three formal reports to membership concerning current matters within NAIA in October 2004, November 2004 and March 2005
• The NAIA Newsletter was issued in late Summer 2004, and early Winter 2005. In 2005, NAIA moved its newsletter to an online publication in order to save approximately $5,000/year in printing and mailing expenses. Individual copies of newsletters were printed and mailed to any member who requested it, or who do not have internet accessibility.
• The NAIA newspaper, The Independent Artist, designed and edited by NAIA Publications Chair Sara Corkery, made its debut in May 2005. Advertising revenues covered the costs of publication. The first copies – hot off the press – were handed out at the 4 Bridges Art Festival in Chattanooga, TN, where it was met with instant enthusiasm. The plan was to continue handing out copies at art shows throughout the summer, but we quickly learned that a publication run of 5,000 copies was not nearly enough. Already, we determined that the next issue of the newspaper will have a run of at least 10,000 copies so that we can get them into the hands of more artists and show directors around the country. (Thank you to all NAIA members who offered to help distribute the first issue. We apologize that we hadn’t anticipated how many copies we should print!)

  • Over the last year, NAIA has enjoyed publicity in outside publications, such as:
    - Sunshine Artist: March 2005 article series about ZAPPlication™
    - RPS Journal (Royal Photographic Society, Great Britain): February 2005 article about NAIA member Les Slesnick
    - Majors Explored (www.majorsexplored.com) web site for college students: NAIA featured as Professional Association for fine arts

Trainings & Workshops
• As the new ZAPPlication™ system went online in September 2004, NAIA took on an educational role to assist artists in transitioning from slides to digital images. NAIA pur-chased two sets of the ROKUs and Dell 4100MP LCD projectors used by ZAPP™ so that artists can see how their images are projected and how they look to ZAPP™ juries
• Through members Larry Berman and Randall Smith, NAIA conducted or sponsored 9 ZAPP™ seminars around the country, that were attended by 129 artists
• NAIA Board members Sally J. Bright and Michael Kopald held 3 ZAPP™ image viewings that were attended by approximately 50 artists.
  
  Update: Since July 2005, Sally has conducted four more “Digi-Views” in Idaho, Oregon, California and New Mexico to reach western NAIA members and artists.

Surveys
• In 2004, NAIA began using Survey Monkey as its online survey program. Switching from a paper process to an online survey process provides tangible cost-savings benefits, including easier creation of surveys, access for survey participants, tabulation and download, as well as substantial savings on printing costs.
• Surveys conducted in 2004 & 2005 include:
  - Booth Slide Usage: 67 show director responses
  - Digital Readiness/Online Application Survey: 395 artist responses
  - Strategic Planning
  - Mission Statement: 85 responses
  - Stakeholder Input: 141 responses
  Update: Artist Conference Interest Survey: 151 responses

Benefits
• NAIA continues to offer discounts on travel and supplies, which are posted on the NAIA web site. Reports received from benefits providers indicate that NAIA members are taking advantage of the benefits.
In the spring of 2005, long-standing Benefits Chair Gordon Bruno resigned in order to volunteer in other capacities with NAIA. We thank him for his many years of service. Deborah Gilbert accepted an appointment as our new Benefits Chair, and quickly added a discount with Convoy Containers to the list of benefits.

Additionally, NAIA members have access to the Member Forum and Show Information Forum. Show directors who are contributing members have access to the Show Director Forum.

Town Hall Meetings

In 2004, Town Hall Meetings were held at:
- Coconut Grove Art Festival
- Frederick Festival of Arts
- Northern Virginia Fine Arts Festival (Reston)
- Main Street Fort Worth Arts Festival
- Boston Mills Artfest (weekend 2)
- Sun Valley Art Festival
- Mammoth Lakes Art Festival (California)
- Peoria Art Festival

ArtBaltimore
Dunedin Art Harvest

In 2005, Meetings were held at:
- Northern Virginia Fine Arts Festival (Reston)
- Des Moines Arts Festival
- Additionally, informal Town Hall Meetings took place in connection with a number of ZAPP seminars and Digi-View sessions.

Volunteers

In mid-2005, Barbara Fellman accepted appointment as our NAIA Volunteer Coordinator. We have many jobs for volunteers, and if Barbara has not already called on you, please contact her at BarbaraFellman@naia-artists.org to see how you can help. Presently, we have a great need to update our database of art shows across the country, and we could really use your help.

NAIA Foundation

The NAIA Foundation is on “hiatus” while restructuring discussions taking place. Stay tuned for some exciting announcements!

Fundraising/Financial

Fundraising remains paramount for NAIA for us to accomplish many of the goals we are setting for ourselves within the Strategic Plan. Current efforts include:

- The Artist’s Survival Guide: NAIA Board member Cynthia Davis is spearheading the creation of this publish-on-demand book of tips, suggestions, stories and references from fellow artists that will be of great benefit to art show artists everywhere.
- The 2006 Buff Artists/Buff Artwork Calendar (models, anyone???)

Update: In November, the NAIA Board announced its decision to raise member dues to $95/year, effective January 1, 2006. The last time dues were increased was 2000. The increase is necessitated in order to move forward with the initiatives based upon survey feedback from members and incorporated within the Strategic Plan.

In line with the change in our fiscal year, the year end financial report of income and expenses will be prepared at the close of the year on December 31.
ideas from artists who have found alternative outlets for selling their work as well as those who have achieved some level of success at art fairs.

The day’s first presentation included a fascinating slide show demonstrating the evolution of one man’s artwork accompanied by his personal narrative. Painter Edward Avila, who began exhibiting at art shows in 1986, spoke of the changing nature of his work and his own survival strategies when facing the many challenges presented by the venue.

During “Open for Business: Show Directors Share Insights into Running a Show,” Connie Mettler (Chrysler Arts, Beats & Eats; Artworks Toledo; Artworks Indianapolis), Lisa Konikow (Chrysler Arts, Beats & Eats), Sarah Shambarger (Krasl Art Fair), and Katie Lucas (Columbus Arts Festival) addressed a wide range of topics including community relations, local ordinances, security, marketing, staffing, and volunteer issues.

The director’s group was followed by a panel of artists who have developed alternative venues in which to sell their work. Mixed media artist Ginny Herzog spoke of her experience in securing commissions from a specific audience of patrons connected with the world of architecture. Potter Robert Brisco described the rapid genesis of a local studio tour from a small, select gathering into an event with a national reputation, while painter Michael Kopald recounted how his wife’s casual dream of maintaining a small exhibit blossomed into a flourishing neighborhood gallery and retail venture.

A second panel of artists tackled “The Successful Artist in the Booth Next Door: Personal Choices that Have Helped to Achieve Individual Goals.” The discussion, moderated by photographer Rick Bruno, included Bob Brisco and painters Georgette Baker and Paul Germain. They discussed not only their strategies for success, but how the definition of “success” can vary from artist to artist.

Participants then broke into small groups for the afternoon’s closing session, opting either to continue discussions about artistic success, engage in further dialog with the show directors, or experience a “Technology Workshop: An Artists Guide to the Future,” with photographer Chris Maher.

The second day commenced with the NAIA Annual Meeting. Ardath provided a Power Point overview of recent NAIA news and accomplishments, followed by remarks from NAIA Board President Michael Kopald. Martha Talbott, a consultant who has been working with the association on its strategic plan, spoke of her collaboration with the organization and laid out the next steps in the planning process.

Next up was the keynote address by art collector, Mike Corbin, entitled “Why We Need Art and Artists.” His inspiring remarks were followed by “Reaching the Art Buyer: Patrons Speak,” a discussion with an art buying panel that included Corbin, Jay Yellen, and Don Kinder. These gentlemen were joined by Christa Mannarino of the 4 Bridges Arts Festival, which features a uniquely successful art patron program to encourage local collectors to pre-purchase certificates many months before the start of the festival.

Participants again broke into small groups, opting to attend an NAIA Strategic Planning Session, a workshop on how to respond to an IRS audit, or the “Digital Workshop: Practical Applications of Image Editing Programs” led by photographer Larry Berman. The group reconvened as a whole for the mock jury experience, “You be the Judge: Evaluating Digital Images Using a ZAPPTM ProcessTM Mock Jury.

For a more detailed report, including a list of those generous members and sponsors who helped to organize and present the 2005 AC, please go to the NAIA website at naia-artists.org.