

# Art of the Lakes

October • 2017

Art of the Lakes • 108 Lake Ave S • Battle Lake, MN

## Inside

Page 2  
**An Assignment  
for Snowbirds**

Page 3 - 4  
**Workshops & Events**

Page 3  
**Judges Sought for  
High School Art  
Exhibit**

Page 5  
**Summer Traffic  
and Sales**



## “Fundraising 101” Presentation

by Steve Henning

Tom McSparron of West Central Initiative will be presenting a “Fundraising 101” (my title) on **October 17 at 7:00 p.m.**

**All AOTL members are encouraged to attend.** A capital campaign is the next important step in furthering AOTL’s goal of enlarging and remodeling its physical space.

I think he will have some excellent do’s and don’ts regarding how to conduct a capital campaign, and it sounds like he has good information (a 9-point plan) for reducing the stress of asking and being asked for contributions. He will plan on an hour, plus discussion time as needed.

This is an important meeting for the future of the Art of the Lakes. Please make an effort to attend. It would be helpful to know in advance if you are attending so there are enough materials.

**See you on October 17 • 7:00 p.m.**



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Bringing art to our community for over 50 years!

Website: <http://www.artofthelakes.org> aotl@arvig.net

• AOTL’s new business card •

218-864-8606 • aotl@arvig.net • www.artofthelakes.org



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*The mission of Art of the Lakes is to develop, promote, and encourage an interest in the arts in the area through art exhibitions and art related education activities for people of all ages.*

*Art of the Lakes is funded in part by a grant from the Lake Region Arts Council through an appropriation from the Minnesota State Legislature.*

### Captain's Corner

AOTL Chair John Olesen

Many Art of the Lakes members travel to exotic locales for the winter months. If you are one of these folks, stay tuned.....

The AOTL needs you!

We need you to do a little research while you are luxuriating in southern climes. Since you're already an artist, no doubt you visit or even display in galleries where you winter.

I would like you to take note of what other art centers are doing to make themselves successful. What are they offering for classes and workshops? Do they offer additional activities or enticements to draw in new artists and visitors to their gallery space? Are they embarking on fundraising projects? Special promotions? What approaches are they using? Anything interesting that might adapt well to our needs at AOTL?

We know there are great ideas out there. Please take notes, gather helpful literature, take photos, and pass them along to AOTL next spring or email us. We're always looking for new and exciting ways to benefit our gallery and its artists.

### AOTL ARTISTS:

If you have an upcoming show or presentation, or if your art is being featured somewhere, let us know so we can give you some ink!  
email: [thimgan@digitaljam.com](mailto:thimgan@digitaljam.com)

## Upcoming Workshops and Shows

### Kristi Swee Kuder

The Art & Science of Ecoprinting

**September 30 • 9:30 - 3:30**

Alexandria Community Education  
Program  
all levels welcome

For more information go to  
[alexandria.ce.eleyo.com](http://alexandria.ce.eleyo.com)

### Barbara La Valleur

“Hola, Cuba!”  
a photo exhibit

**October 6th - Nov. 18th**

**Evansville Art Center**

A *Meet the Artist* event with refreshments will be held from noon to 2 p.m. Friday, **Oct. 6th** during which the artist will talk about and answer questions regarding her Cuba photos and experience.

Attending AOTL members will also receive a free photo card courtesy of the artist.



## High School Art Exhibit: Judges Sought

Lori Charest met with the Board in June and asked if AOTL would be a sponsor of the High School Art Exhibit at M-State in Fergus once more. At that meeting, there was motion to support the show with judges and cash awards.

Lori followed up that plans are in place:

- The show will be up October 30 through December 1
- Prizes will be presented at the Awards Reception, which will be on December 1 from 5:30 – 7 p.m. at M-State
- Judging should be completed by November 7th if at all possible
- This is a regional show, so it's unclear how many schools will participate – there were four in the past, but will likely be more this time. Each school has been asked to submit 10 pieces
- At the June Board meeting, the Board voted to give \$250 for cash prizes, divided up as Lori sees fit
- The Board agreed to provide three judges
- The judges are asked to attend the Awards Reception on December 1, beginning at 5:30 p.m.

**AOTL Artists: Are you interested in being a judge for this event? If so, contact Reba.**

**Be sure to check out Lynn Hansen's wonderful compilation video from the Art & Craft Affair complete with drone photography by Dyson Thacker!**

**Click on:**

<https://youtu.be/ZVUGkdKCOek>

## October Events

Several wire mesh pieces by **Kristi Swee Kuder** are included in the “Unraveling the Thread” exhibition now showing in the **Cultural Center Gallery in New York Mills**. This collection of fiber works — by eight talented artists with connections to this region — pushes the envelope that defines fiber and will surprise you. Worth an autumn day drive! Gallery is open Wednesday - Saturday. More information can be found at [kulcher.org](http://kulcher.org)



### New Members

Nancy Lee

**Funeral Notice:**  
Marilyn “Mickie” Edmonds  
Oct 6 • 1:00  
Unitarian Church • Underwood

## Overheard at the Gallery this Summer:



“I loved coming in. It’s not stark and all white. There’s a real warmth to your gallery!”

“I can’t believe all these artists have a local connection!”

“Everything is displayed so beautifully.”

“The variety and diversity of artists and mediums is incredible.”

“You’re all volunteers?”

“Can I bring my ice cream cone in here?”



### AOTL Board Members

- John Olesen, chair (2019)
- Diana Fuder, treasurer (2019)
- Sandy Thimgan, secretary (2019)
- Dar Eckert (2018)
- Sharon Fleischauer (2018)
- Stephen Henning (2019)
- Craig Haukebo (2020)
- Annette Hochstein (2020)
- Kristi Kuder (2020)

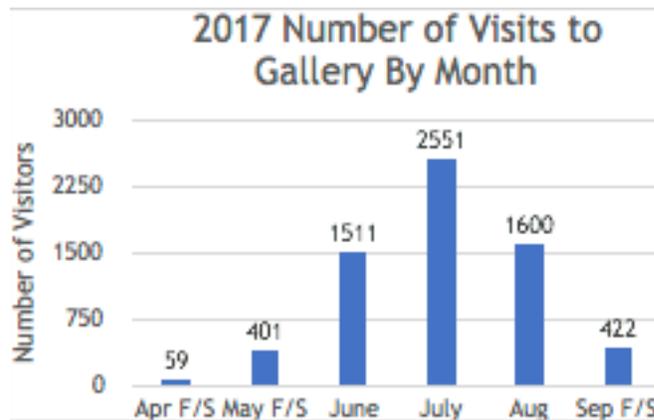
## Inquiring Minds May Want to Know

by Reba Gilliland

Artists who work only four days a year sometimes wonder what goes on in the gallery the rest of the year. Supporting members may wonder how the gallery is doing overall. Two questions often asked are: “How busy is the gallery?” and “How are sales?”

Although the gallery is still open Fridays and Saturdays through December 16, the summer rush is over and a summary of visits and sales thus far this year seems appropriate.

**How busy is the gallery?** To date, the gallery has been open 125 days April 7 through September 24. The total number of visits over those days was 6,544. The chart below shows the number of visits to the gallery month by month.



The number of visits, of course, correspond to the number of days the gallery is open each month. AOTL is open daily during June, July and August. July is the busiest month with 2,551 visits. Other months vary. In 2017, days open in April were 8 days; May, 12 days, and September so far, 13 days. Compared to other years, visits are down about 500. During 2014 and 2015, we had approximately 7,000 visits to the gallery Memorial Day through Labor Day.

**How are sales?** Sales have been good and about the same as last year. Total sales this year so far have been \$36,133. Obviously, sales correspond to the number of days open and the number of visits during the month. The chart below shows sales by month compared to visits during the month. Sales exceeded \$10,000 only during the month of July. Compared to 2014 and 2015 when sales topped \$40,000, total sales during the past couple years have been down about \$4,000.

