

January 23-- Matting and Framing Your Own Work and Options for Self-Promotion

Artist-Leader: William Snow

The first portion of the presentation will be a demonstration of how to cut single mats, double mats and how to cover mats with material (like faux linen). I will also demonstrate how to measure and order glass or clear acrylic (like Plexiglas) and, finally, how to fit a frame and how to attach wire for hanging. This will be the longest part of the presentation.

During the second portion of the presentation, I will discuss a few ways to generate interest through self-promotion. This will include traditional methods such as printed postcards and invitations along with print advertising. I will also discuss how to approach a gallery or other potential display venues such as artist co-ops, wineries, and banks. In addition, I will discuss using the Internet by creating a personal website and using a platform like Facebook to promote your work.

Lastly, I will mention how to take advantage of general shows and exhibitions (local, regional and national) by joining an online submission service such as CaFE or EntryThingy.

About the artist

Born in 1947, William Snow is a native of White Plains, New York. He also lived for many years in both Colorado and New Jersey. He is married with two children and four grandchildren. Bill and his wife Christie, retired to Palmyra, Virginia in 2013.

Mr. Snow has been involved in art almost his entire life. He attended the University of Arizona where he earned a Bachelor of Fine Arts degree in 1969. He subsequently worked in the fields of advertising and graphic design for over 40 years. During his career he painted watercolors in his spare time, a medium he finds challenging and rewarding. Since retiring Bill now paints full time. His paintings are essentially representational in style and include landscapes, still lifes, wildlife, and occasionally, figures.

Works by Mr. Snow have won several awards and can be found in a number of private collections around the country. He has exhibited in the Central Virginia Watercolor Guild Annual Exhibition, the Virginia Watercolor Society Show, the Rocky Mountain National Watermedia Exhibition and the American Watercolor Society Annual Show. All of these are juried exhibitions.

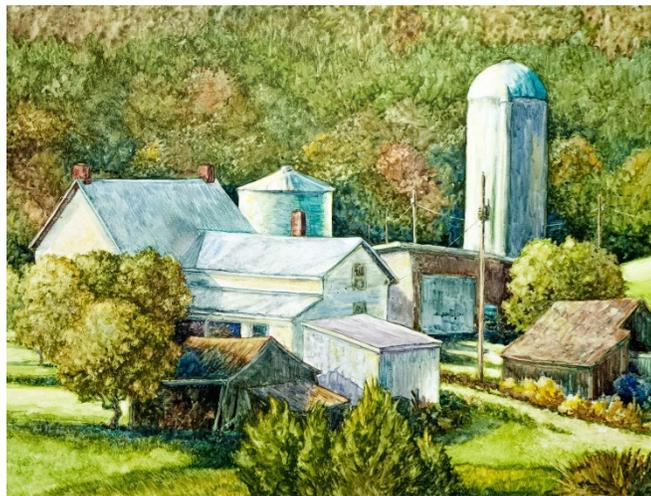
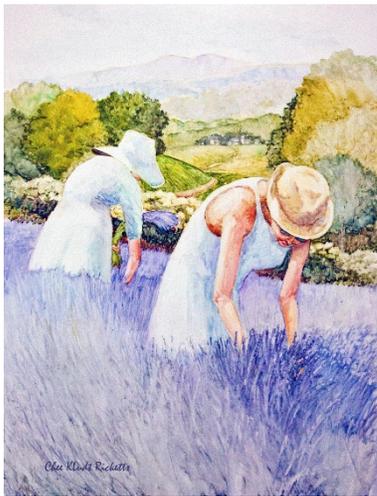
Locally, he is a member of the Fluvanna Art Associations and the Central Virginia Watercolor Guild. He is also a Signature Member of the Virginia Watercolor Society and an Associate member of the American Watercolor society.

For more information about Mr. Snow or specific inquiries regarding his work, please contact him at snoman47@earthlink.net or call 434-589-1909.

February 27—Painting on Yupo

Artist-Leader: Chee Kludt Ricketts

Chee Kludt Ricketts will present the Guild's February 2023 program, which will be a fun-filled interactive exploration of painting with watercolor on YUPO. Guild members are encouraged to join Chee as she explains and demonstrates various methods for "making the pigment stick" to this slippery plastic surface. Participants should bring their painting supplies (paints, palettes, brushes, water containers, etc.) to the meeting where YUPO sheets will be provided, and everyone will have the opportunity to experiment by creating a small study.



About the artist

After moving to Greene County and joining the Central Virginia Watercolor Guild in 2007, Chee served in various leadership positions as Co-Vice-President and President, as well as Chair for the Annual Juried Exhibition (2011), Video Librarian and *Brushstrokes* editor. She has presented several programs and two four-day workshops for the Guild in the past. She occasionally hosts and/or teaches groups of painters on her Greene County farm and she continues to teach as a volunteer through UVA's OLLI program. Since the summer of 2020, Chee has taught private and group lessons from her home studio on ZOOM to an expanding group of watercolor painters.

A native of Camden, South Carolina and a graduate of Agnes Scott College in Decatur, GA, Chee earned credit in additional classes and graduate courses at The College of William and Mary, Old Dominion University, Christopher Newport University and La Salle University and has studied with nationally recognized artists. She feels, however, that practice is the best teacher; therefore, she devotes as much time as possible to working in her studio or *en plein air* on the hills surrounding her farm.

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