

waac words

A Fabric of the
Arts in Wisconsin



The Wisconsin Alliance of Artists and Craftspeople, Inc. • Spring 2020

WAAC OFFICERS & DIRECTORS

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Susan Baez

Vice President

Mary Ellen Johnson

Secretary,

Margit Moses

Treasurer

Tom Lazar

Board Members

Judith Durley
Cynthia Koshalek
Brady Lueck
Vivian Smith
Carmen Zajicek

EX OFFICIO

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WAAC EXECUTIVE DIRECTOR

Lezlie Blanton

WEBMASTER

Torin Childs

GRAPHIC DESIGN

Lorraine
Ortner-Blake

RULES

COMMITTEE

Susan Baez
Cynthia Koshalek

Wisconsin Alliance of Artists and Craftspeople, Inc.

Annual Membership Meeting

Saturday, March 21, 2020 | Middleton Public Library

Archer Room (lower level) 7425 Hubbard Avenue, Middleton, WI 53562

Schedule of Events

12:30–1:00 Registration and Lunch

Sandwiches and sides provided free of charge by WAAC

1:00–1:15 Opening Remarks / Introductions

1:15–1:45 Annual Meeting / Election of Board

Members See below for more information

Elections for four open board positions

11:30–12:30 Workshop:

Capturing Your Artwork with Tom Crozier

Tom Crozier is a co-founder and former co-owner of Picture Salon – a fine art archival printing company based in Madison, WI. Tom studied photography and received a BFA from Rhode Island School of Design in 1975. His role at Picture Salon was primarily capturing and color-correcting captures for reproduction. He also sold his work for several years at art fairs between 2000 and 2003 so he is aware of the particular issues that you as an artist face.

If you are a 2D artist, you will most likely need to “capture” your creation in order to submit it for an art fair, display it on a web site or turn it into a

reproduction. Tom will explain how to capture your artwork using tools that are readily available to you. Join him in a discussion about the methods he would employ to capture a high-quality image.

2:45–3:00 Break and Snack

Coffee and light refreshments provided free of charge by WAAC

3:00–4:00 Workshop:

Social Media for Artists with Pat McKenna

Pat McKenna is president of MojoWeb Productions (www.mojoweb.com), a social media strategy boutique based in Milwaukee, WI. An industry veteran with over 20 years of experience in the publishing and non-profit sectors, McKenna also teaches e-mail marketing, digital marketing strategies and social media management at Waukesha County Technical College’s Small Business Center.

Pat will discuss approaches artists can take to use social media effectively in order to market themselves and their work in today’s dynamic Internet economy.

4:00 Adjourn

WAAC is an organization of Wisconsin artists, run by artists, for the good of all.

Producing two art fairs a year requires a tremendous amount of time and expense, and the more people involved, the better it is for everyone. Artists who have volunteered countless hours in many capacities have now

gone on to other things, and you are needed to help the organization continue to fulfill its mission. We are looking for new

people and fresh ideas on our governing board.

WAAC needs your

help to keep it running smoothly and to make decisions regarding the art fairs, the membership, new projects, ideas, and more.

Elections will be held for four board members. Current board members, Mary Ellen Johnson, Vivian Smith, Brady Lueck, and Judith Durley, have been nominated for re-election to the open board positions.

You are invited to run for election to serve on the Board of Directors.

The Board of Directors meets at least quarterly, usually in Madison. Board members serve on committees, as needed. You must be a current WAAC member, and either be an artist exhibiting in at least one

of WAAC’s art fairs, or be involved in a visual art-related business.

This is a great opportunity to get involved in an important organization for the arts in Wisconsin. Please consider running!

For more information regarding the specific duties of Board Officers and Members, to be considered for one of these positions, or to nominate a candidate please contact Lezlie.

You must be present to vote. You do not need to be present to run for election, although your physical presence would be appreciated and could make the difference in your being elected.

Contact us at WAAC

PO Box 3262
Madison, WI 53704
(608) 204-9129

wiaartcraft@gmail.com
artcraftwis.org

Applications are now available for both the 41st Annual Art Fair Off the Square to be held July 11 and 12 and the

31st Annual Winter Art Fair Off the Square to be held on November 14 and 15 in Madison, WI.

Art Fair Off the Square 2020
<https://www.zapplication.org/event-info.php?ID=8223>

Winter Art Fair Off the Square 2020
<https://www.zapplication.org/event-info.php?ID=8224>

These juried fairs are sponsored by the Wisconsin Alliance of Artists and Craftspeople, Inc., a non-profit, tax-exempt organization which promotes visual arts in Wisconsin.

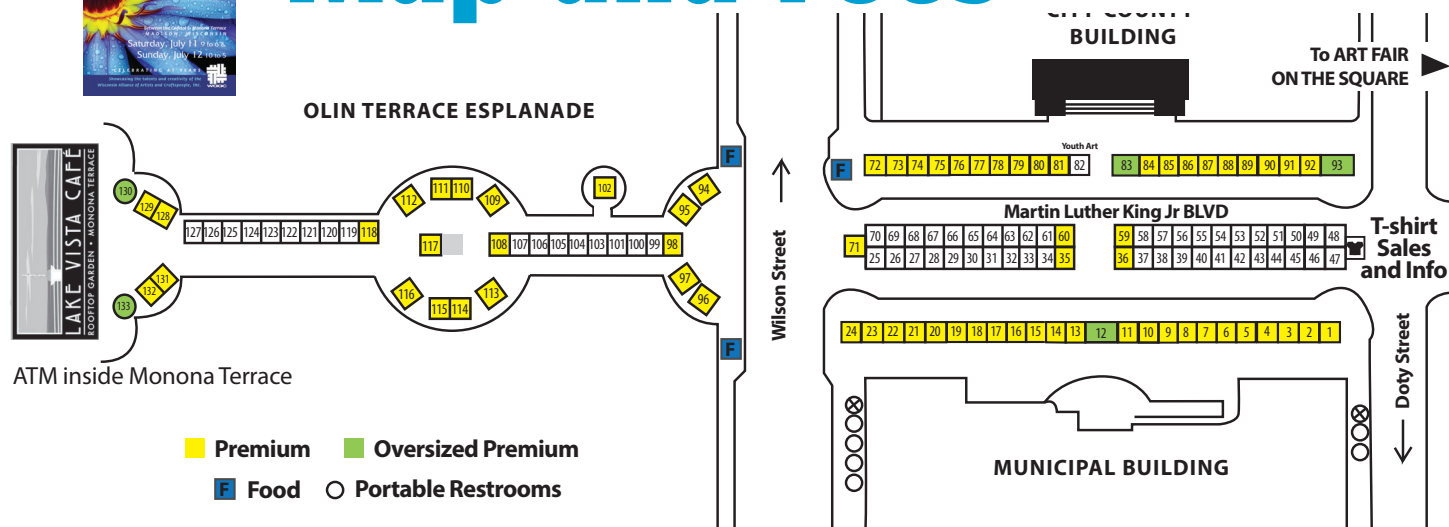
Both art fairs are open to all Wisconsin artists and craftspeople, eighteen years of age or older, whose work is of original design and execution. The starting booth fee is \$346 for Art Fair Off the square and \$316 for the Winter Art Fair Off the Square, plus a non-refundable \$30 jury fee. Four images of the artist's work and one of the display are required.

The applications are exclusively at [application.org](https://www.zapplication.org)

Deadline to apply is March 2, 2020.



2020 Art Fair Off the Square Map and Fees



Art Fair Off the Square Fees

Jury Fee: **\$30**

Standard Booth

Payment Plan: Two Payments of **\$173** each, Due by April 10 and by June 5, **\$346**

Early Bird Special: One Payment by April 10, **\$295**

Premium Booth

10'x10' space with one of the following: outside display walls (of at least 5'), high visibility location, or the ability to expand out a short distance from 10'x10' footprint (3' maximum) for an **additional \$50**

1-11, 13-24, 35, 36, 59, 60, 71, 72-81, 84-92, 94-98, 102, 108-118, 129, 129, 131, 132

Payment Plan: **\$173 + \$50 Premium** first payment + **\$173** second payment, **\$396 Total**

Early Bird: **\$295 + \$50 Premium, \$345 Total**

Double (if it becomes available)

10x20' space for an **additional \$345**

Payment Plan **\$173 + \$345 Double**

first payment + **\$173** second payment **\$691 Total**

Early Bird **\$295 + \$345 Double, \$640 Total**

Oversized Premium Booth

Spaces that are larger than standard 10'x10' with a minimum size of 10' x 15' for an **additional \$180**

12, 83, 93, 130, 133

Payment Plan: **\$173 + \$180 Oversized Premium** (first payment) + **\$173** (second payment), **\$526 Total**

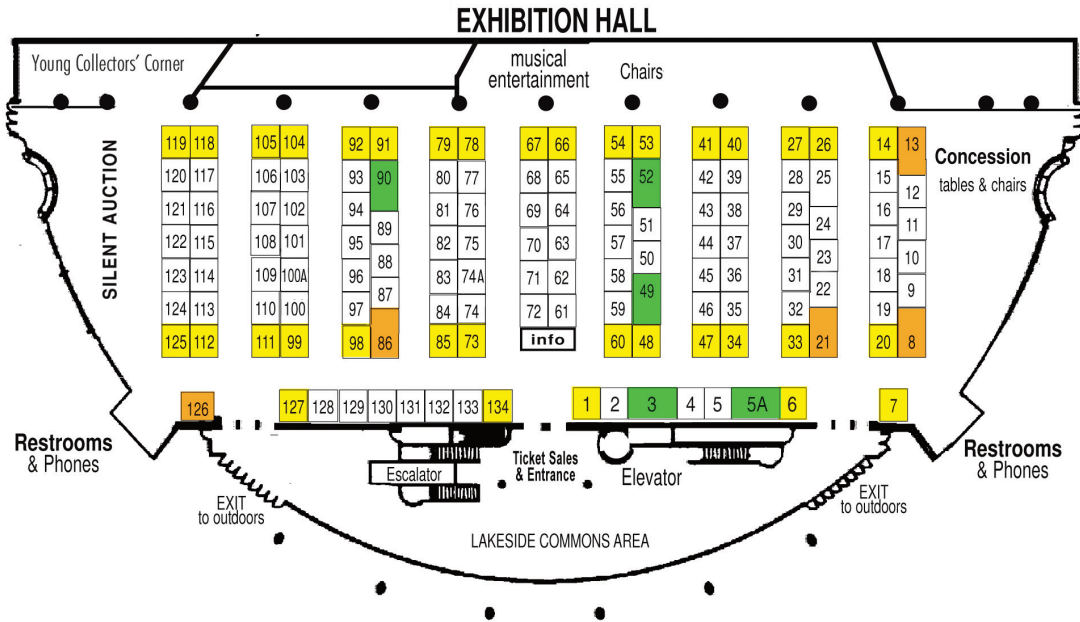
Early Bird: **\$295 + \$180 Oversized Premium, \$475 Total**

Food Vendor

\$395



2020 Winter Art Fair Off the Square Map and Fees



Winter Art Fair Off the Square Fees

Monona Terrace

Jury Fee: **\$30**

Standard Booth

Payment Plan: Two Payments of \$158 each
Due by April 28 and by September 18, **\$316**

Early Bird Special: One Payment by April 28, **\$265**

Corner Booth

Corner booths are 10x10' corners for an **additional \$50**

1, 6, 7, 14, 20, 26, 27, 33, 34, 40, 41, 47, 48, 53, 54, 60, 66, 67, 73, 78, 79, 85, 91, 92, 98, 99, 104, 105, 111, 112, 118, 119, 125, 126, 127, 134

Payment Plan **\$158 + \$50 Corner** first payment)
+ **\$158** second payment, **\$366 Total**

Early Bird **\$265 + \$50 Corner, \$315 Total**

Oversized Booth

Oversized booths are 10x15' for an **additional \$150**
3, 5A, 25, 49, 52, 90

Payment Plan **\$158 + \$150 Oversized** first payment
+ **\$158** second payment, **\$466 Total**

Early Bird **\$265 + \$150 Oversized, \$415 Total**

Oversized Corner Booth

Oversized Corner Booths are 10x15' corners for an **additional \$200**
8, 13, 21, 86

Payment Plan **\$158 + \$200 Oversized Corner** first payment +
\$158 second payment, **\$516 Total**

Early Bird **\$265 + \$200 Oversized Corner, \$465 Total**

Optional Side Curtain \$75 per side

Optional Electric \$62

Patron Admission \$5

Membership Information

To become a member of the Wisconsin Alliance of Artists and Craftspeople, Inc. you must be a Wisconsin resident, an artist or craftsperson, at least 18 years of age, and pay the membership fees annually. Memberships expire on March 31 each year.

Fees: \$25 annual membership fee. A two-person team may join for a \$40 fee.

Membership fees are included in the jury fee for artists applying to Art Fair Off the Square and/or Winter Art Fair Off the Square.

Artists wishing to exhibit in the WAAC UW Hospital Show can become members for \$15.

Wisconsin Alliance of Artists
and Craftspeople, Inc.

2020 Dates of Importance

Applications to both the Art Fair Off the Square and the Winter Art Fair Off the Square are available January 15, 2020 at www.ZAPApplication.org.

February 2–March 2, 2020
**7th Annual
UW Hospital Show**

Drop off 9:00-10:30AM
Saturday, February 1
Pick up 9:00-10:30AM
Saturday, February 29

March 2, 2020
Application Deadline

March 21:
Annual Membership Meeting
March 9-25: Jury Process

April 10, 2020
AFOS Acceptance Deadline
*1st payment or
earlybird special to be made*

April 28, 2020
WAFOS Acceptance Deadline
*1st payment or early bird special
to be made*

May 15, 2020
**AFOS Food Vendor
Contracts Due**

June 5, 2020
AFOS 2nd Payment Deadline
for payment plan

July 10, 2020
Art Fair Off the Square Set Up

July 11–12, 2020
**41st Annual
Art Fair Off the Square**

August 28, 2020
**AFOS 2021 Promotional
Images Due**

September 15, 2020
WAFOS Music Contracts Due

September 18, 2020
WAFOS 2nd Payment Deadline
for payment plan

November 13, 2020
**Winter Art Fair Off
the Square Set Up**

November 14-15, 2020
**31st Annual Winter
Art Fair Off the Square**

July 10–11, 2021
Art Fair Off the Square
Second full weekend in July

November 13-14, 2021
Winter Art Fair Off the Square
Second full weekend in November

EXHIBIT OPPORTUNITY

The UW Hospital hosts the 7th annual WAAC UW Hospital Show, February 2 to February 29, 2020.



This exhibit is open to all WAAC members and it is an excellent opportunity to get our work out before the public. Hospital visitors purchase many items from this show each year and the hospital requires only a 20% commission from the sales. All pieces are insured by the UW Hospital while they are on display.



The Objectives of the Wisconsin Alliance of Artists and Craftspeople, Inc.

- To promote the visual arts by providing opportunities and support for Wisconsin artists and craftspeople.
- To offer full cooperation among our members in an effort to cope with and help resolve problems and to address situations unique to artists and craftspeople.
- To encourage and promote young artists and craftspeople.

Art Fair Off The Square needs your help!

We have restructured the former Art Fair Coordinator role into several smaller roles to make the tasks more manageable.

We are looking to find people to fill these paid roles to help run our art fairs:

Transportation Logistics Coordinator

On-Site Hours:

Art Fair Off The Square:

3 hours Thursday, 2 hours Friday, 2 hours Sunday, 1 hour Monday

Winter Art Fair Off The Square:

2 hours Friday, 2 hours Sunday

Rent cargo van

Transport all materials to and from site

Return all materials to storage

Store materials in an orderly manner

Art Fair Off The Square Breakfast Coordinator

On-Site hours:

6:30 a.m.-10:00 a.m. Saturday, 7:00 a.m.-11:00 a.m. Sunday

Duties:

Plan menu, submit to board

Negotiate lowest price possible for food, supplies

Arrange food-related donations

Direct breakfast volunteers

Pick up & deliver food to art fair

Make sure site is clean after meals

Neatly pack supplies for storage

Store perishable goods at house

Hygienically maintain coolers for food delivery

On-Site Coordinator Lead

The Police Liaison/On-Site Coordinator and the Volunteer Coordinator duties combined make up the On-site Coordinator Lead and On-Site Coordinator positions.

The Lead will be responsible for ensuring that all of the items on both lists are complete.

At least one person must be on-site at all times. It is recommended that one person starts the day and the other ends it.

Police Liaison/On-Site Coordinator

On-site hours:

First one on-site & last one to leave each day

11:00 a.m.-10:00 p.m. Friday, 5:30 a.m.-7:00 p.m. Saturday, & 7:30 a.m.-10:00 p.m. Sunday

Duties:

Attend Street Use meeting

Coordinate Security

Coordinate with Police

Coordinate with the City

Walk site multiple times before show, report on construction problems

Be primary contact for police during the show

Write reports & submit them to the board

Attend post-show meeting

Volunteer Coordinator

Duties:

Contact existing volunteers

Recruit new volunteers

Assign volunteer jobs on signup.com

Oversee & direct volunteers during the show

Write reports & deliver them to board post-show

Email: artcraftwisc@gmail.com with a resume and cover letter by 1/30/20 to apply

2020 Art Fair Off the Square Artist Breakfast & Picnic

By Board Treasurer, Tom Lazar

After much discussion and apprehension, the WAAC Board of Directors has voted not to hold the Artist Picnic after the close of show Saturday at this year's Art Fair Off the Square.

It was a very hard decision, and we know some will be very disappointed with this decision. We are, too!

Numerous reasons led to this decision, but the most prominent include; declining attendance, disruption to show, and cost. Over the past several years fewer artist have chosen to participate, with less than half of our artists attending this event. The picnic requires a tremendous number of hours to plan and execute. The

availability of volunteers continues to be more and more difficult, we would rather use those hours to produce a more successful show for our artist. The setup of tent, chairs, and tables has been very disruptive to artists at both load-in and load-out. The cost of food and setup continues to rise. We have decided to reallocate those funds to the one area we get the most artist suggestions for – advertising and attendance.

We will continue to provide our wonderful breakfast to artists and our volunteers both Saturday and Sunday morning. We encourage everyone to arrive a little early and enjoy the food, drink, and company of your fellow artists before the chaos of the day begins. ■