



Lemont Artists Guild Newsletter

Building Appreciation for the Arts

www.lemontartistsguild.org

Visit and "Like" our Facebook Page!

Look up Lemont Artists Guild

**Wednesday, November 10, 2021
7:00 pm (via Zoom, ends before 9 pm)**

**Online Art Marketing with FASO
presented by Margaret Park**



On November 10, 2021, in partnership with the Homer Township Public Library, the Lemont Artists Guild presents, via Zoom, Artist Margaret Park who will talk about how she uses FASO (Fine Art Studio Online),

an online platform, to market her artwork. She will introduce Dave Gaeda who is the CMO at FASO and BoldBrush. While artists are always intrigued in watching other artists explain their artistic techniques and see how they work, there are very few resources to explain, how, once created, artists can show their artwork online. This program will give a window to understanding one of the many online art marketing platforms that are available to help artists make the right choices when showing and marketing their artwork online.

Margaret is an experienced artist and works with a variety of media. Margaret's studies include the American Academy of Art, The School of the Art Institute of Chicago, Park District Field Houses, the Hyde Park Art Center and finally private classes with Rebecca George who owns The Art House and has a master's degree from The School of the Art Institute of Chicago. While her studio is currently the second floor of her home in Chattanooga, TN, her art marketing is done mostly on a laptop on her screen porch where she can listen to the splashing of her small waterfall, the sweet song birds and watch her garden grow. As a result of her hard work and perseverance, Margaret has exhibited in many shows in Chicago and suburbs and the Chattanooga, Tennessee area. She is able to primarily sell her artwork on the internet and has sold her artwork both nationally and internationally. In her quest to show and sell her artwork online, she found FASO, the company that she will speak about that not only offers templates for professional looking websites specifically for artists but they also have a marketing program that works. She is excited to introduce Dave Gaeda, who is the CMO of BoldBrush and FASO. In his almost decade with FASO, he has spoken with

**OUR MEETINGS ARE CO-SPONSORED
BY THE:**

**Homer Township Public Library
14320 W 151st St, Homer Glen, IL**

www.homerlibrary.org

708-301-7908

Fall 2021/Winter 2022

*****Please note that our events with the library are taking place on the 2nd Wednesday of the month via ZOOM*****

- ✦ **Nov. 10th-7 pm: Margaret Park-Online Marketing with FASO**
- ✦ **Dec. 8-7 pm: Holiday Themed Zoom Gathering**
✦ **WINTER/SPRING 2022:**
- ✦ **Jan. 12-7 pm: Annual Show and Tell**
- ✦ **Feb. 9-7 pm: TBA**
- ✦ **Mar. 9-7 pm: Ben Calvert-Wood Block Print Paintings**
- ✦ **April 13-7 pm: TBA**
- ✦ **May 11-7 pm: TBA**
- ✦ **Details of TBA programs will be announced as we line up our programs/speakers.**

thousands of visual artists. He has helped many of them grow their art sales by developing and applying the best practices that he developed from working with these artists. He has turned all this know-how into a proven and personalized step-by-step guide to art marketing called "The Art Marketing Playbook Formula." It teaches you what you need to do to grow your art sales yourself in as little time as possible based on you and where you are in your art career. He has also developed a complementary program called "The Art Marketing Playbook Program" that teaches artists the best way to put each step in their roadmap into action so they get results faster. For more information on both Margaret and Dave visit www.margaretpark.net, www.faso.com, www.boldbrush.com

**TO PARTICPATE IN OUR MONTHLY PROGRAM,
YOU MUST REGISTER THROUGH THE HOMER
TOWNSHIP LIBRARY WEBSITE:**

<https://www.homerlibrary.org/faso>

President's Letter

Hi all,

I hope this month's newsletter finds you well. We had a wonderful program on October 13 with Mary Dorrell who discussed and demonstrated oil painting and some wonderful tips. Thank-you to all those who could attend. If you wanted to see it but missed it, there is a recording of the

program on our website, or follow this link:
<https://www.youtube.com/watch?v=CdG20SBax9c>

We also created a resource page from this program, visit:
<https://lemontartistsguild.org/oil-demo-10-13-21>

It is hard to believe we are already in November of 2021 and the year has only two months left! **Thank you to those that have sent their LAG renewal in, there is still time to mail it so we can include you in our directory**, so if you haven't yet, please do so soon. I am working on putting together online the 6th Virtual Member Show. Hopefully it will be up for viewing by our November 10th meeting. While we feel it is getting safer to be out and about, **we decided to forgo our annual holiday gathering this year but we do plan to have a Zoom Holiday gathering on the 2nd Wed. in December at 7 pm.** More details to be announced but just hope to see those that can make it on the call, play a holiday game or two and have some fun! **Finally, LAG is coordinating a food drive for the Lemont Food Pantry.** I had hoped to have more information in the newsletter, but we are still ironing out details. Right now we plan to have a couple drop-off options for you to donate your non-expired, non-perishable food. This is such a good event for the community and so many are in need this time of year. **Hope to "see" you at our meeting on Nov. 10! Margaret is a former LAG member** before she moved to Tennessee and it will be a pleasure to have her speak to us about art marketing online! **Have a wonderful and fun November everyone! Happy Thanksgiving!**

Sincerely,

Liz Connelly, LAG President

E-mail: lemontartistsguild@gmail.com



Notes from the Editor: Information for the LAG newsletter should be given to Betty Kirk by the first of the month (630) 257-0565, or bbkirk@sbcglobal.net or bettykirk321@gmail.com.

Alliance of Fine Art (AFA)

The next AFA meeting will be Tues, Nov. 9 at 6:00 pm via Zoom. If you want to participate, please check with Liz. The AFA website is www.allianceoffineart.org.

Lemont Center for the Arts (LCA) Current Exhibit:

VISIT THE Holiday Bazaar!!!

Come visit on a Friday, Saturday or Sunday from 11am to 5pm. (Always Free Admission)

1243 State Street, Unit 101

Lemont, Illinois 60439, 630-243-7375

Website: <https://www.artlemont.org/>

LCA always needs volunteers during their open hours, if you are interested in volunteering, call them at the number above or email lemontcenterarts@gmail.com

Sayings to Inspire You:

Being deeply loved by someone gives you strength, while loving someone deeply gives you courage.

Lao Tzu

Be less curious about people and more curious about ideas.

Marie Curie

Nothing's going to come to you by sitting around and waiting for it.

Zoe Kazan