



The CCAL Gossip
Vol I, No 3

Hi Everyone:

You Can Help Us (and Yourself):

To date, our website doesn't show up well at all on search engine rankings like Google.

This website is for you **AND for people who might like to visit the gallery and perhaps buy your artwork**. But we need to make this site pop up higher in web searches if they are to find out about us. To do that our site needs to have lots of viewers.

We are asking that not only you view the site, but that ASAP you let at least five to ten friends know about it and suggest that they in turn tell others about www.codycountryartleague.com. Visit, write, phone, email them – anything you can think of to help us get viewers. Thank you!

We Are Changing The Gossip:

Now that we have a website that is easier to maintain, we are going to rely on it to give you and the public the details about Events, Workshop, etc. That means that we can cut down on Gossip's content and frequency a bit.

Gossip will become oriented more towards providing coverage of Events and Workshops recently completed. This will be sort of an insider's view – things of interest to the membership, but not necessarily so much so to the public. Like when member "X" trips and spills their coffee on member "Y"'s palette and painting and we caught several photos of it – just kidding of course (maybe).

Indeed, we won't forget to include a few teasers on what might be coming and definitely will have reminders about scheduled things happening soon (with notes to get the details from our website where appropriate).

The website itself will carry a synopsis of recently completed Events and Workshops oriented towards creating public interest in attending future ones. These will only be up for a short time. We don't want to overload the website with this type of thing at the expense of making it easy to find the other types of content on it.

And Speaking of Reminders:

Here's what's coming up in the next few months (see our website for details):

Saturday, Sept. 8th – A Workshop on Framing with Karen Petrovich (9 am to 2 pm)

Thursday, Sept. 20th – Art Walk Open House – Members, please attend and have a good time chatting with our Rendezvous Royale visitors and each other (6 pm to 8 pm)

Saturday, Sept. 22nd – Celebrate the Arts - Painters wanted for demos (1 pm to 3 pm)

Tuesday, Sept. 25th – Membership Meeting (12 noon in our classroom)

Saturday, Sept. 29th – Drawing Workshop for Artists with Ron Rogers (9 am to 4 pm)

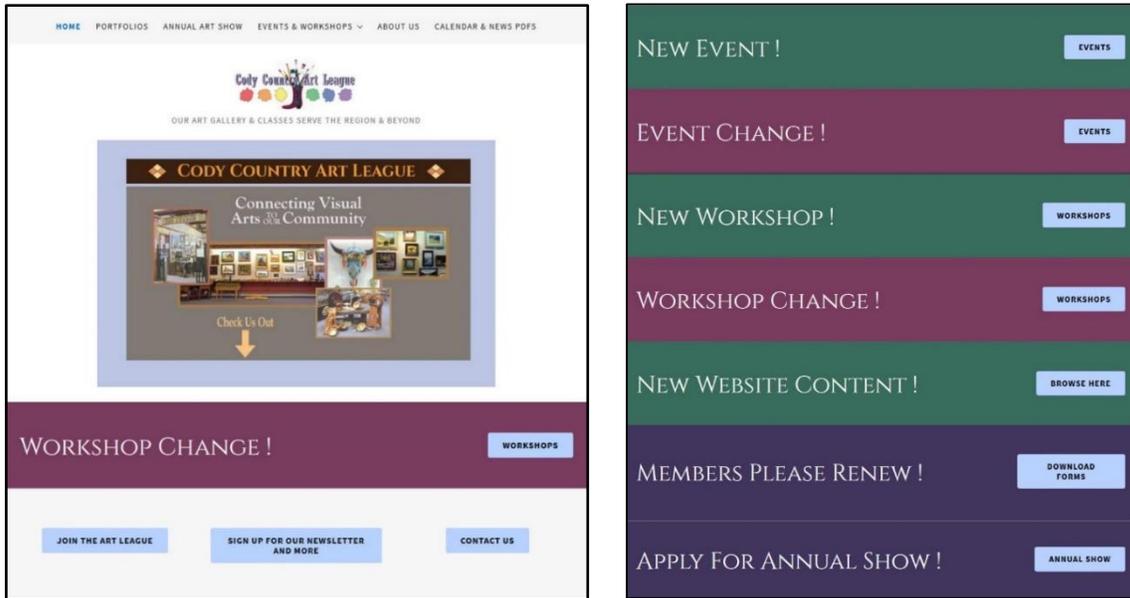
Featured Artist and Paint Out Events:

As previously noted on the website, we want to bring **Featured Artists** to a higher level and are doing trial runs with format changes before initiating a formal schedule next year. Early next year we will also survey interest in a **Plein Air Paint Out**. If possible, it would be nice to squeeze one in after the end of in-door-only weather and before our busy time with the Annual Show.

There's a Lot on Our Website:

And new things coming all the time. So how do you find the new stuff? Shucks, just keep plodding through it until something looks new. That'll really work – **NOT**. We've got an easier way.

On the Home page, right under that first image, we'll put a colored banner that shows important types of changes and has a button to let you go directly to the area concerned as in left below.



For example, when the new forms are ready for applying to the 2019 Annual Show, the banner shown on the bottom of the right hand image will appear in that spot on the Home page.

If date/time of a workshop changes or a list of recommended materials is added to it, the Workshop Change banner will let you know to check the Workshop page to see what's changed (and we'll put a **"New Info"** note on the one affected). **Note:** As we gather more website performance data, we will continue to make revisions to improve usability and better present content. Those changes generally won't necessitate use of a banner.

Summer's Almost Over:

Wow, it's late August already and we are hard at work planning additional good stuff and fun opportunities for fall. Keep an eye on the website – there's more to come.

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