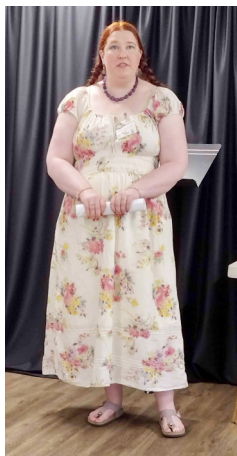




May Marketing Demo written by Penny Ehrenkranz

Our own talented Sara Star was our May guest speaker discussing marketing plans. She has been painting for twenty-five years but only recently turned professional. She talked about her mom's encouragement when she was a child artist, but when she attempted to take college classes as an adult she struggled with the chemicals and switched focus. She was finally able to work at her art full-time with the support of her husband. She feels her work is spiritual in nature and spends long hours creating her mixed media pieces. Sara studied at the Milan Art Institute and used material from there for her lecture today. Her demo was unique in that she used a question-and-answer approach. She handed out sheets titled "My Marketing Plan" for each of us to take home as an aid in our art sales. She asked members to talk about their art, what drives them to create and their creative styles. Sara encouraged us to use our other interests and hobbies in our artwork and when talking with customers. Anything we do helps us to connect with our potential buyers. Talking about common interests with buyers is a good way to start. Sara told us to leave our inner critic behind when speaking with customers and not let our hesitation show. While it may take a while to create art, it has a long life hanging on someone's wall and customers should be aware of this. Having joy in your art is important. Some artists want their art to tell a story, while others use photographs for inspiration. There are many types and styles of art, and she encouraged us to experiment and try new materials. Stories about your art should be short yet allow

buyers to also see what they want in a painting. Help your buyer to believe they deserve your painting. Once you build a client base, you can develop a brand, which is how you make your art and what you want it to say to people. Your booth can express your brand in how you greet people, decorate it, and your attire. Make sure to engage with your customers. If someone is unsure about buying a painting help them decide by offering to set it aside while they walk around, allow them to take a photo, make an in-person appointment (bring a friend for safety), or offer to make a deal. In the handout, Sara encouraged us to think about what drives us to create, what our art is about, and why we are drawn to these subjects. When it comes to collectors think about what people say about your art and what sets it apart from other artwork. She discussed our "brand" and said it's our point of view, our own experience, how our art is recognized, and that it's an expression of our creative profiles. What it is not is a logo, performance, fixed forever, or only for commercial artists. She finished up by emphasizing key points for nurturing collectors such as befriending them, creating a way to follow-up, and collecting names and email addresses. Artists have the power to elevate and affect the world through their art so go make art. Sell your art at a price that shows it is worthy. She suggested \$1 per square inch for amateurs, then up to \$2 and upward as your experience and client base grows. To offer items for a lower price she suggested offering cards and prints.



President’s Message May 2026

President’s Message



President
Larry Fox

Hi Fellow Artists!

I was asked to share a bit about me so here goes.

I was raised in the suburbs of NYC with a slight detour at the ages of 9-12 when my family lived in Lagos Nigeria, which had a big influence on my life in terms of expanding my horizons. After dropping out of college in upstate NY at age 18, I ended up in San Francisco where fortunately I found my way back to school and graduated from UC Berkeley with a master’s degree in civil engineering. I enjoyed a very rewarding career in private consulting working mainly on public projects – bridges and highways. While engineering is not art per se, I always tried to consider aesthetics on my projects. The pinnacle of my career was being the project manager for the design of the I-5 bridge replacement over the Willamette River in Eugene/Springfield for ODOT. We needed to design a long-span structure to protect the environment, which allowed us to provide the local community with a signature bridge. I believe the outcome is a work of art in and of itself.

I painted one watercolor in 1989 when I was between jobs and loved it. I vowed I would get back to painting someday – which ended up taking until after I retired in 2023. I have enjoyed connecting with my more creative side, and being part of the North Clackamas Arts Guild and getting to know you all has been a truly rewarding experience as I continue to develop as an artist.

My husband Tyler and I live in the Woodstock neighborhood of SE Portland and, with me retired and Tyler semi-retired, we love to go camping and traveling to explore new places in Oregon and around the world. Anne Richardson, NCAG’s esteemed secretary, is my mother-in law. Lucky me!

Cheers,

Larry



Regular meetings are held at:

Savings Grace Church
13820 SE Webster Road
Milwaukie, OR 97257

Time: 11 am to 2 pm
Date: The second Tuesday of each month
Next Meeting at the church: June 9, 2026

Gallery

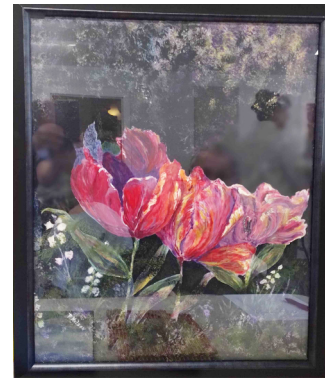
Each artist has no more than 5 minutes to describe their work and anything about it they would like to share.



Anne McCallister



Carolyn Gutz



Patti Nelson



Gary Michael



Sandie Jelinck

Critiques

May Critique: Lousia Moutos



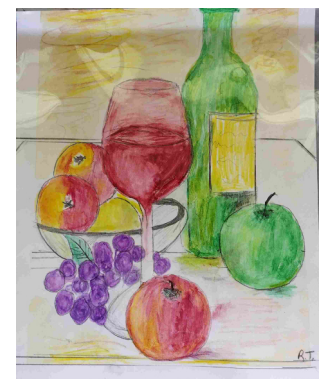
Barbara Seliner



Betty Kellogg

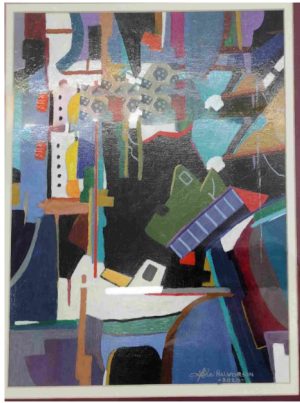


Bob Gotz



Rita Townley

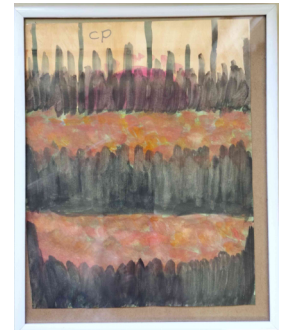
May Critique: Lousia Moutos



John Halvorson 2



Dianne Shaffer



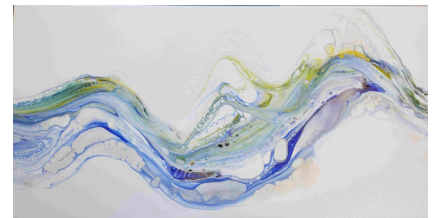
Christian Phillips



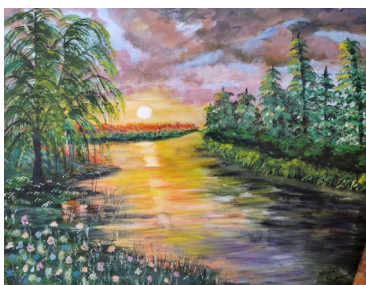
Connie Emmons.



Karl Rousett



Rebecca Friswold



Maria Brown 2



Sandie Jelinek



Shirlee Lind



Gladstone Art Fair

Located at Gladstone Community Center, 1050 Portland Ave., Gladstone, OR 97027. There will be both outdoor and indoor booths. Please be aware indoor booths may get less traffic.

We are partnering with Gladstone Oak Lodge Rotary again this year to host an arts event to engage and educate the community about making and collecting art. The Gladstone Arts Fair will provide our guild members with opportunities to set up vendor tents and sell our creations. The guild will have a tent to recruit new members. Volunteers for the guild tent can display 2 art pieces for sale (a great option if you want to participate without the effort and expense of running your own booth). An open poetry mic, live original music and arts activities are planned to draw more visitors. Gladstone Arts Fair will be held June 6, 2026 11 am-4 pm. Set up will begin around 9:00 am and tear down will be from 4-6 pm. This is an open air rain or shine event.



Demo for June: Colored Pencils-The Next Level

For our June 9 meeting, Karl Rousett will be doing a demo on colored pencils. Find out how he can make it look like an oil painting. He will give tips for the beginner to advanced



July Workshop

Paint a subject of your choice in acrylic with Melissa Gannon

Bring your own reference materials to this class to paint a subject of your choice. Melissa will offer her expertise on composition and color choices as well as texture applications. Melissa will offer a color and texture exercise as a warm up before you begin your project.

Bring supplies as well as a sketchbook and/or extra paper for the exercises and a quick version of your painting subject. Come and have fun creating a piece that reflects YOU!

Oil painters are welcome-just realize that Melissa's demonstrations will be in acrylic.

Saturday July 18 from 10-2 at Saving Grace Church

It will be \$30 for guild members and \$40 for non-members.

Bring your money to the June 9th meeting and sign up. For the workshop, bring your canvas or board, with Gesso on it, paints and a couple of your own photos of a landscape or other subject you would like to paint. A handout of more supplies will be provided when you sign up or emailed if you cannot make it to the meeting. Questions? Email or call Char Tritt. char.tritt@gmail.com 971-570-5782



August

If we get enough interest, we can have a workshop painting rocks, shells and ornaments.

The subject, designs and techniques are inspiring and most materials supplied.

Shirlee Lind and Kathy Conrad have much experience teaching.

Two dates are available, Monday August 3 or Saturday August 15.

Bring acrylic paints and a sack lunch.

It is \$30 for members and \$40 for non members. Children over 10 can enjoy it and get a student rate of \$30.

If interested, please tell your preference for which day and email Char Tritt at

char.tritt@gmail.com

WORKSHOP CANCELLATION POLICY

Payment for all workshops is required before the event to hold your place. A full refund of the workshop fee is available if you cancel prior to 1 week in advance of the class. After that, the fee will be considered a donation and you will be issued a tax-deductible receipt.



Call to Artists, Revolving Art Show Your Art

Location	What	Where	Rotation	Contact
<p>Top Hat Express, the pot shop is open to hanging art work in the shop. They will hold the piece for up to three months and don't charge a commission. Their address is Top Hat Express, 11916 SE 22nd Ave., Unit B, Milwaukie, OR 97222, phone 503 305-7882.</p>				No contact
Fairlane Café	Room for large paintings	6647 SE Milwaukie Ave Portland, OR	Booked until Late 2026	Sara Star
Oak Lodge Water District	5 pieces required 16x20 or smaller	14496 SE River Road Oak Grove, OR		Kathy Brown
Sherri's Mattresses	60-day exhibit	6600 SE McLoughlin Milwaukie, OR	Changed May 10th	Betty Kellogg
Town Center	Display only		New exhibit after Art Fair	Anne Richardson
DMV				Jil Culver

Welcome

NCAG is a 501.c.3 Non-Profit dedicated to the appreciation and understanding of the arts, the encouragement of new artists, and promotion of art interests throughout the community. Donations are tax deductible.

Our goal is to provide a comfortable environment in which artists can learn and benefit from each other's skills, knowledge, and methods.

Attending our meetings is a great way to meet fellow artists. Art demos are given by some of the best Portland area artists and make for a great learning experience. Membership is necessary to participate in critiques, art show, In-House competitions, and to show your art at our participating galleries. Check with the treasurer if you are unsure if you paid your dues for this year. 2026 dues must be paid by the end of January.

Social Media

NCAG has a couple of resources you may or may not be aware of. We have our own FACEBOOK PAGE ([Facebook.com/northclackamasartsguild](https://www.facebook.com/northclackamasartsguild)) and INSTAGRAM PAGE ([Instagram.com/ncartsguild](https://www.instagram.com/ncartsguild)). A minimum of twice a week, sometimes four times a week, we post upcoming events, workshops that are occurring, contest winners, information on meeting demos, meeting reminders, and a variety of information that our members might be interested in. Currently, we have 198 subscribers. By clicking on the subscribe button on our page, when a new post is added, it will automatically show up on your Facebook page or Instagram page, and you will be in the know what your guild is doing.

Also, **did you know that NCAG has its own YouTube Channel?** ([youtube.com/@northclackamasartsguild](https://www.youtube.com/@northclackamasartsguild)) where all of the demos at our meetings are uploaded and can be viewed whenever it is convenient for you to watch or re-watch them! We currently have 37 demos on our channel that have had a total of 4.8 thousand views. We currently have 157 subscribers. Are you one of them? Just click on the subscribe button, and you will be the first to be notified when a new video is uploaded and ready for viewing.

The top 8 videos viewed are as follows;

- 1.3 thousand views in 7 months—Making Cards From Your Artwork
- 444 views in 2 years—Jessi Arts Shares What She’s Thinking While Painting in Oil.
- 384 views in 3 years—Gary Michael on Composition
- 348 views in 8 months—Watercolor: How To Start
- 252 views in 2 years—Berdell on Alcohol Inks and Gelli Plates
- 212 views in 1 year—Wayne Jiang: Enhancing Color and Depth in Acrylics
- 175 views in 11 months—Sara Star Mixed Media Backgrounds
- 159 views in 2 months--Melissa Gannon Techniques in Oils

North Clackamas Arts Guild on Social Media Links

Facebook: www.facebook.com/northclackamasartsguild

Instagram: www.instagram.com/ncartsguild

You Tube: [youtube.com/@northclackamasartsguild](https://www.youtube.com/@northclackamasartsguild) Remember to click on the YouTube Subscribe and Like buttons. Share the videos with other artists and friends. Demonstrations are recorded during the meeting and posted on YouTube.

Website: www.ncartsguild.org



QR code for website

Officers 2025-2026 April through March			
President	Larry Fox	541-986-6791	larfox@comcast.net
Vice President	Kim Ellingson	920-410-0215	ellingsonkim7@gmail.com
Secretary	Anne Richardson	503-936-664	annehugo3@gmail.com
Treasurer	Maria Brown	503-349-6922	mariaritabrown@outlook.com
COMMITTEES (Partial list)			
Critique	Gary Michael	503-659-9116	garymic@gmail.com
Critique	Pam Davis	971-219-195	pjdaviarts@gmail.com
Critique	Lousia Moutos	503-888-1184	lmoutos@gmail.com
Demos/Workshops	Char Tritt	971-570-5782	char.tritt@gmail.com
Hospitality Chair	Karl Rousett	503 314-8625	ksrousett@gmail.com
Hospitality	Paul Boggs	503-653-0849	boggs3858@comcast.net
Membership	Liz Flintjer	503-655-5762	lizflintjer@gmail.com
Newsletter	Linda Marletto	503-799-4021	linda@lindaleemarletto.com
Newsletter	Penny Ehrenkranz		penny.ehrenkranz@icloud.com
PR	Jerry Schmidt	(503) 557-9653	jerryschmidt33@gmail.com
Revolving Art - Lead	Kathy Brown	503-936-4737	kathybrown27@gmail.com
Revolving Art-DMV	Jill Culver	307-388-4085	vculver999@aol.com
Revolving Art - F.C.	Sara Star	503-758-9814	sarasuperid@gmail.com
Revolving Art-Sherries Mattress	Betty Kellogg	503-659-8284	Bwtkellogg@comcast.net
Social Media	Barbara Seliner	503-786-1222	ncagsocialmedia@gmail.com
In-House Show	Sandie Jelinek	503-421-1241	sandiejelinek@gmail.com

Hospitality

Speak to Karl Rousett or sign up on the list if you can bring a snack to the next meeting. Indicate a category (like salad, dessert, main dish, etc.) if you do not have a specific item in mind.

If you know of a member who's ailing or in need, please let us know. Contact Connie Emmons at 503-333-01010.