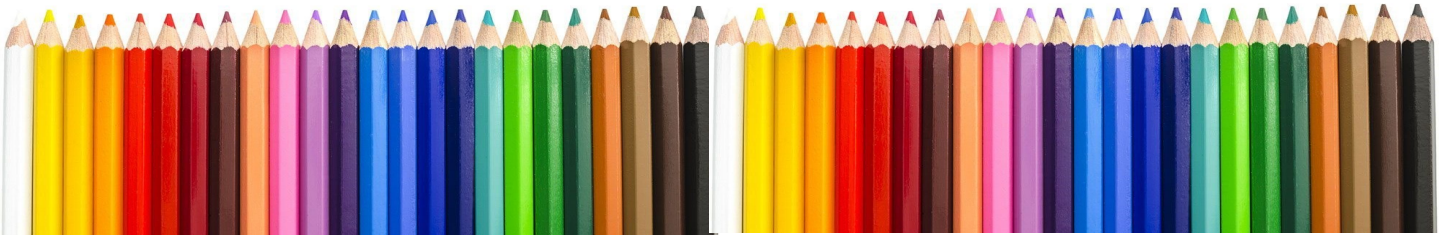


Pressing the Point

March 2019

CPA
Colored Pencil Society of America

District Chapter 117 | St. Augustine FL



CPSA-DC 117
160 Cypress Point Pkwy
Suite A208 (2nd floor)
(Flagler County Art League)
Palm Coast, FL 32164

We meet on the 3rd Sunday of each month at 1:00 PM (except July & August – no meetings).

Please check the website for any scheduling changes.

2018-19 Meeting Dates

February 17: Pat Lentine presentation on artwork promotion

March 17: Workshop with **Barbara Dahlstedt**

April 18: Clock group project presented

May 19: TBD

June 23: Clock deadline
Charlie Badalati

July & Aug: No meetings

Sep 15: Kick off the new season

Reminder:

No chapter meeting this month due to the Barbara Dahlstedt workshop. The supply lists have been included again (below) for your convenience.

Be sure to attend in **April** when we will share the results of this exciting event.

At the **April 18** meeting we will also be kicking off the “Clock” group project that will be taken to the CPSA National Convention in July.



The newsletter this month is abbreviated due to the workshop and the activities required for preparation. But, be sure to send in any awards/recognition you have received and, of course, your ideas or requests for articles.

Thanks !!

In This Issue

- ◆ February Recap
- ◆ Eyes for You
- ◆ Member in the News
- ◆ Local & Online Classes
- ◆ SOAR Workshop
- ◆ Dahlstedt Supply Lists
- ◆ Membership Information

February Recap: Using the Internet to Promote and Sell Your Art - How I Did It

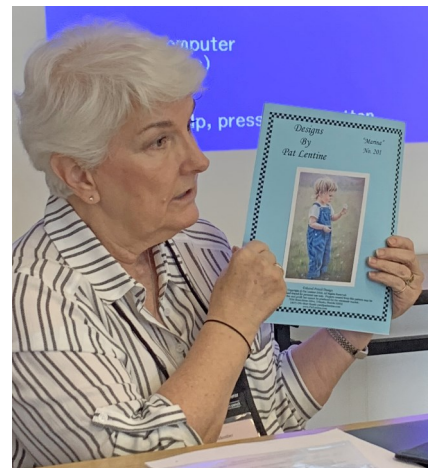
If you were unable to attend, you missed one of the best programs the chapter has ever had. **Pat Lentine** gave a fascinating, in-depth review of how she has built her art presence and business over the years.



Pat Lentine is originally from the Chicago area, but has lived in Florida since 1987. She and her husband Bill have 3 children and 7 grandchildren. Pat started her career featuring the grandchildren and has gone on from there.

Pat explained how she started out giving presentations at conventions. She has been a member of the Society of Decorative Painters for over 30 years. While at the conventions, she began to get noticed and was approached to do workshops for local chapters and other groups.

As Pat had to create packets for the conventions and workshops, it naturally followed that she sell them, as well as new ones, online. There were several packets shown as examples in the various mediums in which Pat works (colored pencil, pastel, acrylic, watercolor, and oil). Important content for a successful packet includes well written instructions, a reference photo, a value photo, the pattern, illustrations showing the picture progression, a coversheet, and document holder.



Pat started out using the services of a webmaster for a few years. But, as she became more experienced, she realized that it was more expedient (and less expensive!) to manage the website herself. Pat described her exploration of *Wix* and *Squarespace* as providers; based on her requirements and cost effectiveness, Pat went with **Squarespace**, which she displayed at the meeting. She explained the pages and a bit on how she set them up. It is certainly possible for most people to manage their own site, it just takes a little determination and patience. One factor that

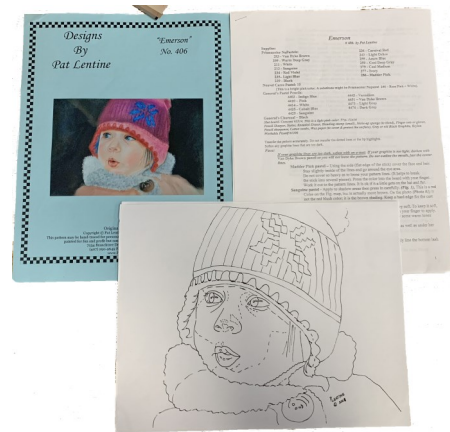
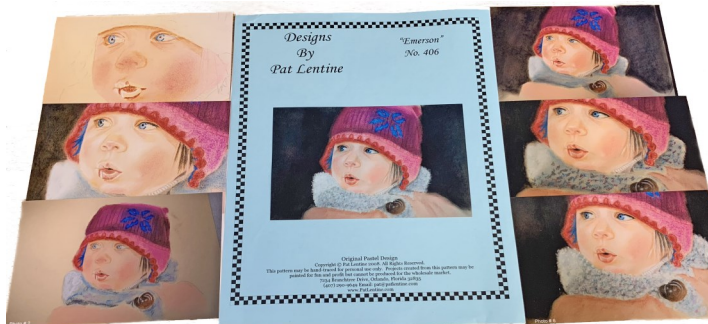
(Continued on page 3)

is important: use a web provider that has good customer service and easy access.

These days, there are various merchant vendors available. When Pat is on-site at a convention or workshop she utilizes a mobile payment device that connects to her smart phone (for example, *Square*). Look for a merchant that doesn't require a contract, has good rates, and can provide the right device for you (the ability to read mag-strip cards, chip cards, or take NFC payments). For online sales, Pat uses *PayPal*.

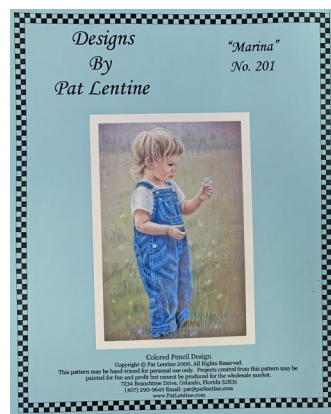


Pat also gave us a few tips on taking photos for her site.



What Pat so generously showed us is that, with passion and perseverance, she turned painting her grandchildren into a viable art business that showcases her many talents. To that end, Pat has been published in several magazines and has won awards both in fine art and decorative painting, including being a Signature member of the Colored Pencil Society of America.

Thank you, Pat, for an incredible program !!



I have eyes for you!



Members in the News

Hanneke Jevons participated in the First Equine Art Exhibition held at *Arts on Granada*, Ormond Beach. Hanneke's love of horses is shown in her beautiful artwork. Three of her drawings were accepted to show in this exhibition. A reception was held, Saturday, March 2.



"Horsepower," won 3rd place. It is a spectacular example of reductive drawing.

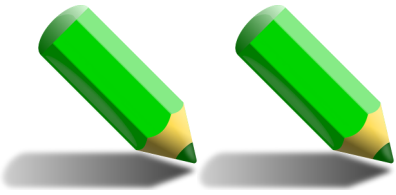
**Congratulations,
Hanneke!!**

Congratulations to Kathi Smith

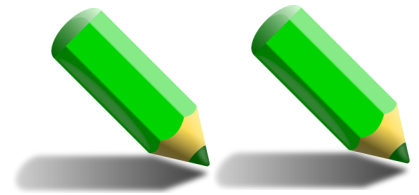
"Guess who made it into the Latest and Greatest Gallery section? First time published in this magazine, blessed and grateful" *Kathi*

Colored Pencil Magazine, March 2019





Colored Pencil Education



LOCAL WEEKLY CLASSES

INTRODUCTION TO COLORED PENCILS: LIZ MONACO at the Flagler County Art League. Tuesdays 1:30-4:00 pm, November through May. \$15/class –members, \$20/class-non-members. Website: flaglercountyartleague.org

INTERMEDIATE COLORED PENCIL: KATHY DARBY. At the Flagler County Art League.

UPDATE: Several upcoming projects, including uses of watercolor and water color pencil with regular pencils. Each class is self-contained (not a series) and accommodates all levels of expertise from beginners to experienced artists. Mondays 1:30-4pm, \$15/class-members, \$20/class—non-members. Website: flaglercountyartleague.org.

COLORED PENCIL CLASS: PAT LENTINE. Beginners to advanced students at the **Artist Workshop** in New Smyrna Beach. Wednesdays from 1:00 - 4:00. Cost: \$25/session or \$75/4 weeks. Each student will work at their individual skill and subject interest. Drop ins are okay, but a call or e-mail is requested. You may pay for 4 weeks, but can span this over an 8-week period to accommodate your schedule. Contact Pat Lentine: 407-758-4437 - pat@patlentine.com - or go to this link <http://www.artistsworkshopinc.com/pat-lentine-cp.html>

ONLINE WORKSHOPS

Upcoming UART Workshops

A fun review for of landscape painting basics along with lots of underpainting practice! If you are new to pastel or just feel that you need an extra boost with your work, this workshop will address choosing more interesting compositions and formats, as well as using more exciting color in your work.

“COLOR ON COLOR! Underpainting and basics for the pastel landscape”

Location: Ponte Vedra Beach FL

The Cultural Center

**Dates: Friday
March 15 &
Saturday
March 16,
2019**



Strathmore 2019 ONLINE WORKSHOP SERIES

www.strathmoreartiststudio.com



Workshop 1

Realistic Drawing with Charcoal

Instructor: [Kirsty Partridge](#)

Start date: March 4, 2019

WEEK 2 NOW OPEN!



Workshop 2

Urban Sketching Basics

Instructor: [Alphonso Dunn](#)

Start date: May 6, 2019

Check it out, just across the state: Spring Hill, Florida

Soar

All New

COLORED PENCIL WORKSHOP

SPRING HILL, FL • JULY 20 & 21, 2019



Learn how to draw a

*Portrait on
Black Paper*

in colored pencil!



What you'll learn with
Amy Lindenberger

- How to create soft skin tones on black paper.
 - How to draw beautiful blue eyes.
 - How to capture dramatic lighting.
- Plus, you'll learn new techniques from an award winning artist in a class filled with fun!

*Amy's
Artwork*



Save your seat >>

www.annkullberg.com/SOAR

Barbara Dahlstedt Workshop Supply Lists

Crystal on Black

Saturday, March 16, 2019



Bring

Prismacolor Pencils:

White, Black, 20% Cool Grey, 70% Cool Grey, 50% French Grey, 70% French Grey, Eggshell, Jasmine, Lemon Yellow, Canary Yellow, Yellowed Orange, Cadmium Orange Hue, Pumpkin Orange, Poppy Red, Raspberry, Crimson Lake, Terra Cotta, Light Umber, Dark Umber, Light Cerulean Blue, Indianthron Blue, Grass Green, Light Green, and a Colorless Blender.

Harder White Pencils:

Col-Erase, Pablo, So-Ho, or Prismacolor Verithin.

Other Supplies:

4H pencil, kneaded eraser, pencil sharpener, masking tape.

Provided

Paper: Fabriano Black
Saral Transfer paper: white
Reference photos
Instruction booklet

Silver Metal

Sunday, March 17, 2019



Bring

Prismacolor Pencils: White, Black, Eggshell, 20% French Grey, 50% French Grey, 70% French Grey, 50% Cool Grey, 70% Cool Grey, Light Aqua, Peacock Green, Sepia, Black Cherry, Terra Cotta, Pumpkin Orange, Mineral Orange, Sienna Beige, Henna, Raspberry, Carmine Red, Poppy Red, Crimson Lake, Canary Yellow, Lemon Yellow

Other Supplies: 4H pencil, kneaded eraser, pencil sharpener, masking tape and a ¼-inch flat chisel tip watercolor brush or synthetic brush.

Provided

Paper: Mi Tientes (Felt Grey); Saral Transfer Paper (White); Solvent: Gamsol
Reference Photos and Instruction Booklet

Gold Metal

Bring

Prismacolor Pencils: White, Black, Cream, Yellow Ochre, Sand, Carmine Red, Poppy Red, Crimson Lake, Canary Yellow, Lemon Yellow, Artichoke, Powder Blue, Indanthrone Blue, Violet, Imperial Violet, 30% Warm Grey, 90% Cool Grey, Sepia, Pumpkin Orange, Mineral Orange, Terra Cotta, Black Raspberry, Black Cherry, and Dark Umber

Other: 4H pencil, kneaded eraser, pencil sharpener, various sized blending stumps, masking tape and a ¼-inch flat chisel tip watercolor brush or synthetic brush.

Provided

Paper: Stonehenge (White); Saral Transfer Paper (Graphite); Solvent: Gamsol
Reference Photos and Instruction Booklet

Our Board Members

CPSA-DC 117

President:

Hanneke Jevons

Vice President:

Linda Doup

Secretary:

Heather Shaw-Stillman

Treasurer:

Judy Madigan

Membership:

Joan Franchi

Webmaster:

Mary Lee

Newsletter Editor:

AJ Barr

Historian:

Pat Lentine

President Emeritus:

Bill Shoemaker

Membership Information

Chapter Membership Benefits:

- Networking with other colored pencil artists
- Participation in sketch groups
- Member discount rate for local workshops
- Chapter newsletter
- Opportunities for exhibits and event participation

A member of the local CPSA DC117 St. Augustine Chapter must also be a member of the Colored Pencil Society of America.

The benefits of CPSA membership are worth it:

- A national newsletter, To The Point, twice yearly.
- Product research, pigment identification, lightfast information
- Lower entry fee for annual CPSA exhibitions
- Lower rate for workshops at CPSA Convention
- International membership networking directory
- District Chapters for local and regional networking
- Free link to your website
- Ability to earn Signature status
- NOTE: Only CPSA members who have attained Signature Status may use the initials CPSA or CPX after their name.

Chapter Application

Newsletter Contact Info:

For submissions and requests to be profiled, please contact either AJ or Linda.

AJ 386-283-2433

msajbarr@earthlink.net

Linda 386-295-0486

lindadou@att.net

MEMBERSHIP APPLICATION

District Chapter 117 - St Augustine FL

____ New Membership ____ Renewal

____ Check if you have Paid National CPSA

NAME: _____

ADDRESS: _____

CITY: _____

STATE: ____ ZIP CODE: _____

EMAIL: _____

PHONE: _____

.Annual chapter dues are \$20. The membership year runs from November 1st to October 31st. All checks are to be made out to :

DC 117/ St. Augustine, and sent to Joan Franchi, 38 Westmore Lane

Palm Coast, Fl. 32164.

Applications for CPSA can be obtained through the website: www.cpsa.org