



Windward Artists Guild

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Holiday Party--Marketing Presentation--General Meeting

Here is a special event especially for you! It's a great way to celebrate the holiday season, get to know Windward Artists Guild members, learn something, enjoy good food, and care for some necessary business details.

WAG Holiday Party

Sunday December 5, 2004

Mid-Pacific Country Club

266 Kaelepulu Drive, Lanikai

Includes a presentation "Marketing Your Art" with Ron Kent

**Short meeting to approve by-law changes
\$20 per member/ \$25 for non-member guests**

More information about Ron's presentation and the by-law changes can be found elsewhere in this newsletter. **Here is the schedule.**

**4:30-6:00 Socializing, no-host bar,
"Marketing Your Art" presentation/discussion
by Ron Kent**

6:00 By-laws vote and no-host bar

6:30-9:00 Buffet dinner followed by the White Elephant Frivolity. This event was extremely popular at our party last year. Here's how it works. Bring something from home or studio that you think a fellow artist would love to have, or something you just want to get rid of. **NO BUYING SOMETHING NEW!** Bring something you already own. Wrap it as a present so that no one can tell what it is.

RSVP for this event by e-mail to Bobbie Okamoto at bobbieo@hawaii.rr.com or call her at 737-8339. Write checks to Windward Artists Guild and mail to WAG, P.O. Box 851, Kailua, HI 96734. Include your name and the name of each guest with the check. **We must receive all payments by November 29.** Sign up right away so you don't forget! See you there.

Marketing Your Art

Discussion/Presentation with Ron Kent

It's nice (VERY nice) to have people buy our art... but don't lose sight of the fun. Don't let it become a chore. "Marketing" is different from, and more fun than, selling. It can offer great creative challenge and satisfaction!

Most business advice given to artists is unrealistic and does not consider who and what we are. Ron will discuss practical considerations, including pricing our work and dealing with galleries.

It's not enough to be good at what you do. You need to be good at LETTING PEOPLE KNOW that you're good at what you do. Why not put as much creative energy into marketing your art as you do in making it?

Ron is a full-time studio artist living in Kailua. (He now works primarily in wood, but historically has worked in a broad range of unconventional media as well.) He has been participating in Hawai'i juried exhibitions since 1967 and on-the-grass craft fairs since the early 70's. A past president of the Association of Hawai'i Artists (3 times), and currently on the board of Hawai'i Craftsmen, Ron has also had a successful career in business and investment.

Directions to Mid-Pacific Country Club

Drive into Kailua on the Pali Highway, which becomes Kailua Road, which becomes Ku'ulei Road until you reach Kalaheo Avenue. Turn right on Kalaheo Ave. and continue on Kalaheo Ave. which becomes Kawailoa Road. Pass Kailua Beach, cross the bridge, pass Buzz's Steak House, continue until you reach a Stop sign. Turn left on Alala Road. Continue on Alala Road which becomes Mokulua Drive. Turn right on Kaelepulu Drive. Drive to the country club. You're there.