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**From:** [Shirley K. Sneve](#)  
**To:** [Undisclosed-Recipient:](#)  
**Sent:** Tuesday, June 15, 2004 3:03 PM  
**Subject:** WMAA e\*newsletter

**This is the e\*newsletter from the Western Massachusetts Arts Alliance.**

### **Art Angels Support WMAA Scholarship**

Scholarships are available to arts workers in western Massachusetts (Hampden, Hampshire, Franklin and Berkshire Counties) to attend the Summer Institute for Arts Management, August 5-7 at the UMass Amherst Campus Center.

Eight \$250 scholarships will be offered. (Early registration fee is \$350). To apply, email Alyson Ekblom: [aes@contined.umass.edu](mailto:aes@contined.umass.edu). First come first serve, with completed registration form and a \$100 check to pay the balance of the registration fee.

Five \$300 scholarships will be awarded on a competitive basis to be used for registration, travel or lodging. The purpose of the Venman Community Arts Fellows is to develop skills and knowledge among young peers and professionals in the field of arts management.

For information about the conference: <http://www.umass.edu/aes/conferences/index.html>

### **Register Now! "Widening the Circle" June 25 at Open Square, Holyoke, MA Scholarships Still Available for Western Mass. Artist-Educators**

Spaces are still available for the third annual "Widening the Circle" conference for New England artist-educators. This year's conference features a keynote address on the "Essentials of Teaching Artistry" by award-winning actor, businessman, and teacher Eric Booth. Booth will also moderate a panel of experienced artist-educators discussing the "Big Questions" of their craft. Registrations will be accepted until June 18.

The conference, sponsored by the New England Consortium of Artist-Educator Professionals (NECAP), is open to artists in any discipline who teach in schools, community settings or residential programs and to the teachers and administrators who work with them. The \$40 registration fee includes breakfast, lunch, and a post-conference reception/dance party. Western Massachusetts artist-educators are eligible for \$20 in scholarship aid from the Massachusetts Cultural Council.

To download a copy of the brochure and registration form, go to <http://www.aannah.org/wideningthecircle.pdf>

For additional information, call Frumie Selchen, Conference Coordinator, at 603-323-7302 or email [ArtsAllianceNNH@cs.com](mailto:ArtsAllianceNNH@cs.com)

### **The Canal Gallery Annual Summer Soiree**

The Canal Gallery happily invites you to join us on the "Left Bank" for

The Annual Canal Gallery Soiree, Saturday, June 19, 2004, 7-11 p.m., \$20 per person. Come for delicious food and a night of fun dancing and raffles...hope to see you there! Suggested donation \$20.00 per person. The wearing of WHITE is requested for composition, although a bit of color is acceptable. On display in the upstairs Gallery will be "Transcending Circles of Time" by Karen Dolmanisth and "The Response," selected works by artists from within Canal and the local community will be on display in the downstairs gallery.

### Pension Program for Artists

Do you know an organizer, service provider, or artist without a pension plan? Are you a social justice organization with a hole in your own safety net? It doesn't have to be that way. That's why the National Organizers Alliance has pioneered a pension program. To help experienced organizers, especially women, remain in the field. And encourage younger practitioners to view social change as a long-term career. <http://www.noacentral.org/pension.html>

### RUN!

The [Creative America Project](http://www.creativeamerica.us) ([www.creativeamerica.us](http://www.creativeamerica.us)) is an initiative to encourage artists and creative professionals to vote, to bend their imaginations to fashioning public policy and to run for public office in 2006.

The Culture Wars are not over and we are faced with a resurgence of defamation, intolerance and the backward-thinking politics of the early 1990's that have real corrosive affects on America's creative workers and her creative industries. In addition, our institutions of public education and scientific research and other aspects of civic life are being de-secularized and are at risk on a number of fronts. These developments are profoundly un-creative.

We believe that fostering creativity is essential to America's economic future and is at the core of our character. It's time for artists and creative professionals to stand up for creativity as a national value and as an intrinsic part of public policy planning.

We intend to motivate creative workers to:

- (1) participate in the 2004 Presidential election,
- (2) elevate the conversation about the place of creativity in the life of the nation, and
- (3) encourage and train creative workers to run for office in 2006.

### New on NEA Web Site

The Arts Endowment has announced the recipients of the 2004 NEA National Heritage Fellowships, the country's highest honor in the folk and traditional arts. Twelve awardees were chosen for their artistic excellence, cultural authenticity, and contributions to their field. For more information, go to <http://www.arts.gov/news/news04/Heritage2004.html>

The Arts Endowment has announced it will establish three NEA Arts Journalism Institutes that will focus on improving arts criticism in classical music, opera, theater and dance. Please see information on this new initiative at <http://www.arts.gov/news/news04/ArtsJournalism.html>

In partnership with Shakespeare Festival/LA (SFLA), the Arts Endowment will co-sponsor "Shakespeare Comes to LA" to bring professional Shakespeare productions and educational activities to stages and schools throughout the Los Angeles, Calif., metropolitan area. For more information, please go to <http://www.arts.gov/news/news04/ShakespeareLA.html>

### **NEA SURVEY OF PUBLIC PARTICIPATION IN THE ARTS**

This report describes U.S. adult arts participation in 2002, including attendance at live arts events (such as concerts, plays, and dance performances), as well as the number and percentage of adults visiting art museums and reading literature. The survey also investigates arts participation through broadcast and recorded media, the Internet, and personal participation such as singing in choirs or making photographs. <http://www.arts.gov/pub/NEASurvey2004.pdf>

### **'MIDDLE RICH' GIVE AWAY SMALLER SHARE OF INCOME THAN OTHERS, STUDY FINDS**

"Wealthy Americans -- those who earn \$200,000 to \$10-million a year -- give less generously to charity than both people who are richer and those who are poorer than they are," according to a report by the NewTithing Group, a San Francisco nonprofit organization. <http://philanthropy.com/free/update/2004/04/2004042301.htm>

### **GUIDESTAR.ORG**

If you haven't already done so, take a look at [guidestar.org](http://guidestar.org) to find your organization's mission and financial information and make sure it's accurate. You can also take a look at other similar organizations in your area to find out their budget, top salaries, names of board members, and program accomplishments. [guidestar.org](http://guidestar.org)

### **WORKING WITH TECHNICAL VOLUNTEERS: A MANUAL FOR NONPROFIT ORGANIZATIONS**

CompuMentor's "Working with Technical Volunteers: A Manual for Nonprofit Organizations" is designed to help organizations and schools assess how a technical volunteer can help; write up a job description for a technical volunteer; and best manage the project and document the work that they do. <http://www.techsoup.org/howto/worksheetpage.cfm?worksheetid=111&topicid=7>

### **FOUNDERS AND OTHER GODS**

Deborah Linnell explores the many issues surrounding founders. What makes founders of nonprofit organizations some of our greatest leaders? And what also makes them the demon in many nonprofits' most turbulent and dramatic chapters? Why are founders so often our greatest inspiration, while so susceptible to an Icarus complex--sometimes even bringing down an entire organization with them? [www.nonprofitquarterly.org/section/490.html](http://www.nonprofitquarterly.org/section/490.html)

### **WHAT NONPROFITS VALUE IN THEIR FOUNDATION FUNDERS**

A new report from The Center for Effective Philanthropy draws on a survey of thousands of grantees of 30 large private and community foundations. <http://www.pnnonline.org/article.php?sid=5164&mode=thread&order=0>

### **THE PETER F. DRUCKER AWARD FOR NONPROFIT INNOVATION**

The Drucker School is now accepting applications for the 2004 Drucker Innovation Award. Applications may be downloaded from this site and are due at the Drucker School no later than Tuesday, August 3, 2004. <http://www.drucker.cgu.edu/InnovationAward/>

### **PRESERVE AMERICA COMMUNITIES DESIGNATION**

Communities may apply for special designation as a Preserve America Community, which will recognize communities that: protect and celebrate their heritage; use their historic assets for economic development and community revitalization; and encourage people to experience and appreciate local historic resources through education and heritage tourism programs.

<http://www.preserveamerica.gov/communities.html>

## **SAVE AMERICA'S TREASURES**

Applications are invited for Federal Save America's Treasures Grants, a program administered by the National Park Service in partnership with the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the President's Committee on the Arts and the Humanities.

## **ARTS EDUCATION**

Americans for the Arts has a new addition to its website: Arts Education 101: Getting StARTed in Marketing & Advocacy.

This section provides starter tools and resources specifically tailored to reach parents, educators, administrators/decision-makers, and youth. It is geared toward local arts agencies and nonprofit organizations that are in the *preliminary* stages of strategically communicating the importance of arts education to these audiences.

While this section provides a basic start on how to communicate the importance of arts education to specific audiences, it is only the beginning. We plan to add other strategies and resources, and we'd like to hear from you about ways you have been successful in communicating the importance of arts education.

To visit the site, please go the following link: [http://www.artsusa.org/issues/artsed/artsed\\_article.asp?id=1350](http://www.artsusa.org/issues/artsed/artsed_article.asp?id=1350)

The National Endowment for the Arts is undertaking a major new arts and education initiative, designed to enhance the quality and availability of arts education for young people around the United States.

<http://www.ifacca.org/ifacca2/en/new/DisplayArticle.asp?id=61893&ref=ACORNSMay04>

## **YOUTH CLASSES**

The Holyoke Creative Arts Center (HCAC) is offering a summer program of Fine Arts and Home Crafts classes for Pioneer Valley youth and adults from June 14 - August 14, 2004. 26 classes for young people age 8 - 17 will be offered weekday mornings and afternoons in the Center's air-conditioned facility (each class has a posted age range). HCAC also offers a larger menu of 59 six-week day and evening classes for adults in over twenty different arts disciplines, from oil painting to furniture upholstery. Young people age 12 and up may also enroll in adult classes. Scholarships are available to income-eligible youth and adults. Registrations are accepted first come, first served. Parents may register young people for some classes by the week, and others for two-week and three-week sessions during the Summer. Classes run when minimum enrollment is reached. To register, call HCAC during office hours (Mon. - Thur. 9:00 am - 1:00 pm or from 5:30 - 8:30 pm) at (413) 532-0465 or visit the web site at: [www.holyokecac.org](http://www.holyokecac.org) and print out a registration form. Ask HCAC Administrators for class descriptions and materials/equipment lists.

## **Arts and Industry Building in Florence**

<http://www.221pinestreet.com>

We often assume that community-based organizations and neighborhood organizations add value to a neighborhood's well-being. But now there's real proof in the Urban Institute's recent study, "Measuring Local Institutions and Organizations: The Role of Community Institutional Capacity in Social Capital," which examines the presence, location and capacity of CBOs and their impact on neighborhoods. Access the report at

### Fiber Art Center, Amherst, MA

Empowerment for Women in the Arts:

A Special Weekend Workshop for Fiber Artists, Writers, & Mixed Media Artists

Instructor: Deborah Kruger

Dates: Fri.–Sun., 6/18–20

Time: Fri. 7–10 p.m.,

Sat. 9 a.m.–9 p.m.,

Sun. 10 a.m.–2 p.m.

Class Fee: \$250; \$225 members

This powerful, intense weekend workshop will inspire you to deepen your commitment to your art whether you work in fiber, paint, words, movement, or mixed media. Empowerment means allowing your life to be governed by the conviction that your art matters. This workshop is for you if you wonder why everything else seems to take priority over your art, you are tired of working in isolation, and you are ready to take yourself and your ideas seriously. A materials list will be supplied.

*Deborah Kruger* is an award-winning fiber artist with twenty years experience as a nationally recognized artist and public speaker. She has received numerous grants and has worked as a curator and consultant for many arts organizations and conducts workshops throughout the U.S.

The Fiber Art Center, is home of the nonprofit Foundation for Fiber Art, Inc., and is located at 79 So. Pleasant St., across from the Amherst Common. The Center houses a nonprofit exhibition gallery devoted to fiber art, a gift shop featuring wearable fiber, jewelry, and other fine crafts, and an education center that offers classes such as basketry, beadwork, felting, knitting, quilting, spinning, and weaving for students of all ages and levels of experience. Our mission is to promote an appreciation of fiber art through education, exhibition and support of fiber artists.

The Fiber Art Center is open Tuesday through Saturday 10 a.m. to 5:30 p.m. Contact the Fiber Art Center, 413-256-1818 or visit our website [www.fiberartcenter.com](http://www.fiberartcenter.com) for more information about this exhibit, other upcoming events, or our classes and educational programs.

### Rhythm of Crochet (June 12 – July 31)

The Fiber Art Center is delighted to have been selected as a stop for this touring exhibition celebrating the Tenth Anniversary Show of the Crochet Guild of America. This is a juried and invitational exhibition of contemporary crochet that offers a unique forum for the rich creative possibilities of using crochet as a fabric and as a construction process. Innovative works that departure from preconceived notions of this medium.

### JOB

The Aston Magna Festival is looking for an experienced development person, located in the Berkshires, to work on a part-time basis with local civic and cultural groups and to help build a corporate funding base. Please send resumes to: Ronnie Boriskin, Executive Director.

Email: [ronniebemail-jobs@yahoo.com](mailto:ronniebemail-jobs@yahoo.com). Or mail to: Aston Magna, PO Box 3167, Danbury, CT 06813. 203-792-4662.

## SHAKESPEARE

THE MERCHANT OF VENICE. Shakespeare Under the Stars! Hampshire Shakespeare Company presents Shakespeare's powerful story of greed and revenge. Performed outdoors with a stunning view of the Holyoke range. June 23 - June 27, June 30 - July 4, July 7- July 11, The Hartsbrook School, 193 Bay Road, Hadley, MA, 7:00 P.M., \$15/10/6. For information: (413) 548-8118 or [www.hampshireshakespeare.org](http://www.hampshireshakespeare.org).

HAMLET. Shakespeare Under the Stars! Hampshire Shakespeare Company presents Shakespeare's great tragedy of the Prince of Denmark. Performed outdoors with a stunning view of the Holyoke range. July 14 - July 18, July 21 - July 25, The Hartsbrook School, 193 Bay Road, Hadley, MA, 7:00 P.M., \$15/10/6. For information: (413) 548-8118 or [www.hampshireshakespeare.org](http://www.hampshireshakespeare.org).

## Dark Room Available

The Guild Studio School has the regions only publicly available black and white darkroom. This 8 station darkroom is available to students and professionals on an hourly basis with discounts for larger blocks of time. The Guild Studio School also offers beginning and intermediate photography classes for teens and adults, and offers a work-study program for those with limited means.

The Guild Studio School is hosting an exciting 24 classes this summer for Children in three age groups: For 5-7 year olds we will have half day classes from 9-noon , for 7-11 and 11-14 year old students we will offer classes from 9-3 daily. Beginning July 5th, these programs will focus on art education and projects using a variety of art methods and materials including clay, printmaking, art-felting, drawing and painting, photographic processes, plaster and moldmaking, and cultural art explorations. Contact the Guild Studio School at 413.527.0420 or [www.guildstudioschool.org](http://www.guildstudioschool.org) where all spring children's and adult's classes and our Summer Children's Programs are listed.

Contact The Guild Studio School at 413.527.0420 or go online to [www.guildstudioschool.org](http://www.guildstudioschool.org) or email us: [info@guildstudioschool.org](mailto:info@guildstudioschool.org)

## Submissions

If you have news let us know and **BE BRIEF!** Six weeks out works best. Just the facts—a website link and/or contact phone or email is mandatory. Email to [aes@contined.umass.edu](mailto:aes@contined.umass.edu)

## Tell your friends!

Join the Western Mass Arts Alliance by filling out the e\*form at <http://www.wmassarts.org> You're in our database already if you've received this edition of e\*newsletter. Forward this to your colleagues who you think would be interested in being on the list. Click on the JOIN link on the left column at [www.wmassarts.org](http://www.wmassarts.org) and fill out the appropriate form.

## Who we are

The Western Massachusetts Arts Alliance fosters community-based arts activity through building relationships and collaborations among diverse cultural organizations, artists, educators, and community groups. The four counties of the western Massachusetts region are unique for their rich and diverse cultural resources. The Western Massachusetts Arts Alliance seeks to build on this strength and

Register Now

contribute to the cultural, social, and economic vitality of the region through collaboration between the University of Massachusetts and the region of which it is a part.

### Remove

If you don't want to be on this e-mail list, please email [aes@contined.umass.edu](mailto:aes@contined.umass.edu) and type REMOVE in the subject line

Funding for the WMAA e-newsletter comes from the National Endowment for the Arts, Arts Extension Service and the Ashfield Cultural Council, Bernardston Cultural Council, Blandford Cultural Council, Easthampton Cultural Council, Goshen Cultural Council, Granby Cultural Council, Hatfield Cultural Council, Holyoke Cultural Council, Leverett Cultural Council, Ludlow Cultural Council, Mid-Cape Regional Cultural Council, Middlefield Cultural Council, Montague Cultural Council, Monterey Cultural Council, Montgomery Cultural Council, New Salem Cultural Council, Northfield Cultural Council, Pelham Cultural Council, Russell Cultural Council, Shelburne Cultural Council, Southampton Cultural Council, Southwick Cultural Council, Wales Cultural Council, Wendell Cultural Council, Whately Cultural Council, Wilbraham Cultural Council, and the Williamsburg Cultural Council.