



## RIVERSIDE ART CENTER

December Newsletter

Final Issue of 2009!

December 1, 2009

### Members' Meeting—Thursday, December 3rd, 7 pm

Riverside Art Center Members will meet at the Center, starting at 7:00 pm, Thursday, December 3rd.

Overview of meetings agenda:

1. Board will share and review Center's activities and calendar of events.
2. Guest Presenter—DaNeen Bryan to present the secrets of creating a life size St. Nick!

#### December Event—

Saturday, Dec. 5th Children's Hometown Holiday 10 am - 1:30 pm. Photo Ops and special treats will be available at many locations. Wapa Theater providing free movie, pony rides and Freedoms Train Rides will be provided. Santa and his reindeer will be at the firehouse. Riverside will be offering children's craft. We need a

**Studio Night Monday Nights—**6:30 -9:00 pm...We need volunteers to sign up to cover a Monday Night of sharing and good conversation.

**Art Center Hours—**We need volunteers to keep our Art Center open during the hours we have all committed to having the Center open! Please look closely at your

couple elves to help with the crafts and also someone to run the cash register and watch the gallery. We would also like to offer some snack items—cookies, candy, etc. This is a great opportunity for us to show our value as a positive participant in our downtown's continued development. Volunteers, please call Pam Knoch 419-738-4916—[jknoc@bright.net](mailto:jknoc@bright.net) or Anna Fisher 419-738-2129 or [rfisher@brigh.net](mailto:rfisher@brigh.net).

#### Members' Quilt Show—

Looking forward to January and February Members' Quilt Show. Members who have a quilt or other "fiber art work", such as knitting, crocheting, needlepoint, tatting and felting should email Anna Fisher by Nov. 30, with size, pattern, title and if the work is an heirloom piece or considered contemporary. Anna tells us the Center could hang one full size quilt or another fiber medium per member.

#### Around the Bend—

schedules—a couple hours here there add up!

#### Just two more times to take advantage of Pat Kerns of The Bead Shack

Beading Class Time— Tuesday, 12/1, 7-9 pm and Thursday, 12/3, 9-11 am

**RAC Shirts** - You still have time to order your RAC Shirts at the Center. There are 4 different styles—  
V-Neck T-Shirt = \$18.00  
Polo Knit Shirt = \$25.00  
Long Sleeve Oxford = \$40.00  
Styles are on display at the Center for your consideration. All orders are prepaid; stop by and place your order. Orders will be sent in on Friday, December 4th.



Contact Information—  
Riverside Art Center  
3 W. Auglaize St.  
Wapakoneta, OH 45895  
E-mail—  
[riversideartcenter@gmail.com](mailto:riversideartcenter@gmail.com)  
Visit us online at—  
[www.riversideartcenter.org](http://www.riversideartcenter.org)  
419-738-2352  
419-738-6783  
419-738-9802

**Mini Art Camp—**Pam Knoch and Anna Fisher will be offering a fun filled "Mini Art Camp". Join them Dec. 28 & 29, 10 am to noon. Learn to make SNOWMEN, Maybe even a flake or two!!!  
\$25.00 members/\$25.00 non-members Min 6...Max 20

#### Artwork Submission

Please read carefully - At this time, quantity of artwork submissions are not limited, but keep in mind that the gallery has limited space and RAC likes to show a variety of artist's work. By submitting your artwork you are permitting RAC to display and/or sell your art work through the gallery. Your artwork will be displayed at various locations within the gallery for the duration of the event, or until RAC completes transaction. \*\* Please note each artwork sold will provide an automatic 20% commission to the Riverside Art Center. Display forms will be filled out at the time of submission.

#### Riverside Art Center Board of Trustees

- *President—Tom Imondi*
- *Vice Pres—Jerry Sommerville*
- *Secretary—Deb Sommerville*
- *Treasurer—Melanie Norman*
- *Gallery Director—Anna Fisher*
- *Program Director—Pam Knoch*
- *Publicity Director—DaNeen Bryan*
- *Member at Large—Pam Miner*
- *Member at Large—Michelle Walker*
- *Trustee—Jerry Knoch*
- *Trustee—John Rausch*



## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find

“filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally,

**“To catch the reader’s attention, place an interesting sentence or quote from the story here.”**

you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance,

an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can

choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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**December Newsletter**

3 W. Auglaize St.  
Wapakoneta, OH 45895  
419-738-2352



Mailing Address Line 1  
Mailing Address Line 2  
Mailing Address Line 3  
Mailing Address Line 4  
Mailing Address Line 5



"Let your creativity flow".

**Back Page Story Headline**

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the readers attention. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



**Caption describing picture or graphic.**