



ARTY FACTS

monthly newsletter to inform and support members

**NEXT MEETING:
FEBRUARY 15, 2024**

**The meeting begins at
10:00 am**

**LOCATION:
Lakeview Presbyterian
Church**

**5914 CANAL BOULEVARD,
NEW ORLEANS**

*Board Members: Board meeting
at 9:00 am*

If you wish to participate in “Artist of the Month”, please arrive at least 15 min. early, and bring a painting which you have completed within the last three years that was not created during a workshop or class.

50/50 drawing with prize money.

**February Discussion:
Art Sales and Payment Options**

A discussion on digital and credit card payment sources. Which ones are right for you?

An explanation of various online transaction sources, what they do, and how to access them.

Congratulations to the January Artists of the Month!



1st place: Oksana Fogg (center), for “Louisiana Bayou”

2nd place: Glinda Schafer (left), with “Vermillion Sunset”

3rd place: Dana Mosby (right), for “Gil’s - Best Dive Bar in Mississippi”



NOAA President's Letter by Michelle Eroche

HAPPY MARDI GRAS!

I hope everyone has been enjoying their carnival season. It's been a beautiful weekend in the Big Easy. I've seen lots of tourists in and around the city. New Orleans is a big tourist draw. With Jazz Fest coming up, there's a lot of opportunity for sales at the various art markets around town. Which leads me to our new event...The Member Show. The Member Show Committee has really outdone themselves by putting this show together so thoughtfully. It'll be a fun opportunity to compete. We'll have built-in buyers in front of our art all throughout Jazz Fest. My only concern is making all those sales seamless. The logistics of the sales process really needs to be simple and personal to each piece of art. Tourist buyers want to make a quick and easy exchange.

I've had a Square Account for a while. It really is an uncomplicated way to handle a sale without needing to handle cash or personal checks (yikes!) However, I've resisted acquiring other digital payment options. For me, it's having my personal information out there for all the world to hack into. For others, it may stem from concerns about the associated fees or the perceived complexity of setting up and managing such systems. Or maybe it's because some artists may feel hesitant due to a lack of familiarity with technology or a preference for traditional payment methods. However, overcoming these barriers is essential for staying competitive in today's market and meeting the evolving needs of customers who increasingly expect the convenience and security offered by digital payment options. They just do not want to carry cash.

I have learned by frequenting the art markets and shopping online, offering digital payment options as an artist is crucial in today's digital age for several reasons. Firstly, it enhances convenience for customers, allowing them to make purchases quickly and easily without the need for cash or physical cards. This can lead to increased sales and customer satisfaction. Secondly, digital payment options enable artists to reach a wider audience by tapping into online marketplaces and social media platforms where transactions can occur seamlessly. Additionally, digital payments offer a layer of security for both the artist and the customer, reducing the risks associated with carrying cash or sharing sensitive financial information (i.e., checking account numbers.) It's difficult to imagine and wrap your arms around this last statement. However, it's true. If you've ever been declined at a restaurant for no reason, you know that the credit card companies are cutting you off if you sneeze in the wrong direction. Overall, embracing digital payment options empowers artists to adapt to evolving consumer preferences, expand their reach, and streamline their sales process in an increasingly digital world.

At the February meeting, we will have a primer on the main online payment options, how to access them, and the difference between each service. I hope this helps those who are on the fence about accepting online payments a chance to feel a little more confident about making a decision. See you there!

~Michelle



Upcoming Shows:

NOAA Member Show

April 19 - May 6th, 2024

At the Deutsches Haus, 1700 Moss Street New Orleans, LA 70119

Online entry opens soon. Please click the link in your email to view the entire prospectus.

This will be a great opportunity to showcase some of your work, as the show will hang during both weeks of JazzFest and the Deutsches Haus will have plenty of traffic.

Important Dates:

- Online entry opens — March 1, 2024
- Entry deadline to ShowSubmit — March 21, 2024
- Accepted Notification to artist — April 8th, 2024
- All artwork delivered to Deutsches Haus — April 19, 2024 – from 9 - 12noon.
- Hours to view work will be 1- 8pm. Please do not interrupt parties or venues in progress.
- Reception will be Saturday, April 20th from 5 to 7pm. Awards at 6pm.
- Take down and pick up May 6, 2024 from 9:00 - 12noon.

Judge: Mr. Fredrick Guess

NOAA 25th Juried National Show

October 9th - November 2nd, 2024.

At The Building Art Gallery, 1427 Oretha Castle Haley Blvd, NOLA 70113

The final copy of the prospectus will be available soon, so start painting and/or choosing your entries, and watch your inbox!

Important Dates:

Online Entry Opens - June 1, 2024

Entry Deadline - July 31, 2024

Acceptance/Non-Acceptance Notification to Artists - August 9, 2024

Shipped Art Arrival to A-Plus Shipping - September 14-21, 2024

All Artwork Delivered to The Building - September 30, 2024

Artists' Reception and Awards Ceremony - October 5th, 2024

Juror: Bradley Sumrall

Judge: Carol Peebles



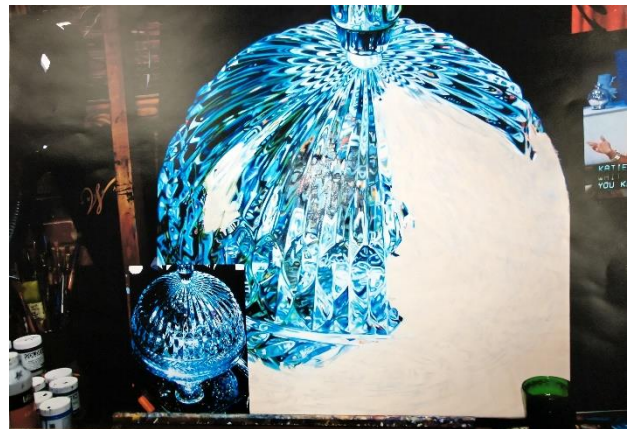
**Thank you to Carol Scott
for her great January Demo!**



Carol Scott sharing her wisdom about color theory and composition.



Carol pictured with several of her works in colored pencil on wood panels.



*Details of Carol's amazing work in progress of a domed crystal cake plate.
Colored pencil on wood panel.*

(Go to our [Facebook](#) page to view more photos!)