



Artisan Alliance
at Wishing Spring



**2023
MEMBERSHIP
DIRECTORY**

**Artisan Alliance
at Wishing Spring
8862 W McNelly
Bentonville AR 72712
479-273-1798
www.artisanalliance.net**

The Village Art Club of Bella Vista is a non-profit organization which began in 1966, and has grown and progressed through the years since. The Club exists to further art appreciation and education not only within the Club itself, but in the community as a whole. The Club is comprised of members from the area and surrounding region, as well as several neighboring states. Membership is open to those who appreciate the visual arts and wish to support and promote art and artisans in the Northwest Arkansas area, whether they be painters, sculptors, potters, woodworkers, carvers, crafters, or simply admirers of fine art and fine crafts. All are welcome!!

The Club is the originator/sponsor of some highly visible venues in the area:

- *Wishing Spring Gallery* is a wonderful art, home décor, and gift destination, where some of our members choose to sell their works.
- *The Clay Studio at Wishing Spring* provides classes and education opportunities for our members as well as the community.

One of the Club's major priorities is to provide higher education art scholarships to aspiring young artists from Benton County. Our current scholarship students are enrolled at the Kansas City Art Institute, NWA Community College, the University of Arkansas, and the University of Central Arkansas.

***Pearl Williamson**

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2023-2024

Board Members Meeting Schedule

Meetings held at Bella Vista Townhouse Assoc Clubhouse

2 Cora Circle, Bella Vista, Arkansas 72715

Executive Board Meetings at 9:30-10:30

Membership Meetings at 11:00-12 noon

Meetings are open to the public

DATE*	time
Feb 14, 2023	11:00am
April 11, 2023	11:00am
June 13, 2023	11:00am
August 8, 2023	11:00am
October 10, 2023	11:00am
December 12, 2023 (Party)	11:00am

***Meetings held 2nd Tues of the month**

Presenters Wanted!

If interested in presenting a demonstration at meeting,
call Executive Committee President Marcy Effinger

Refreshments Welcome at Meetings!

Call President Marcy Effinger if you'd like to bring a dish

***Margaret Rost**

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2023 Artisan Alliance At Wishing Spring

Board of Directors

Denise Williamsen	Term Expires 12-31-2024
Sandy Pogue	Term Expires 12-31-2025
Bill Croft	Term Expires 12-31-2023

Executive Committee

President	Marcy Effinger
1st Vice President (Programs)	Mayra Benz
2nd Vice President (Membership)	Rosie Floyd
Secretary	Lenora Babb
Treasurer	Mary Sinkus
Gallery Director	Pearl Williamson
Gallery Facilitator	Bill Croft
Studio Director	David Johnson
Studio Manager	John Dyas
Scholarships Director	Cathy Chanin
Publicity Director	To Be Announced

Non-Board Member/Committee Positions

WS Facebook Page	Pearl Williamson
WS Gallery website	Pearl Williamson
Newsletter*	Janelle Redlaczky
(*send news items & confirm receipt via text to Janelle Redlaczky at 479-531-8898)	

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SCHOLARSHIP PROGRAM

One of the Village Art Club's main priorities is **art education**. One of the Club's most exciting endeavors is our Art Scholarship Program! With part of the profits we make on our Festivals, we provide higher education scholarships in Fine and Applied Arts for graduating high school seniors who are going on to college and majoring in the visual arts.

The Scholarship Director and three Village Art Club members make up the Scholarship Committee. In April of each year, students are interviewed *at Wishing Spring Gallery* with their completed art portfolios.

Scholarship Criteria include:

- Be a graduating senior from a high school in Benton County ; from a private or home school within Benton County or an NWA college freshman.
- Demonstrate the quality of their work during a personal interview with Scholarship Committee Members, by showing examples of their most recent art and answering a few informal questions
- Maintain 2.65 GPA or higher in high school and college
- Plan to attend a 2-year or 4-year accredited brick and mortar college or university in the fall
- Provide a copy of confirmed acceptance into the accredited school before any scholarship money is paid
- Be a fulltime student majoring in the field of art, either fine or applied arts
- Agree to submit grade reports to VAC Scholarship Director soon after each successfully completed semester
- Agree to keep current contact information with the VAC Scholarship Director
- Agree to attend a yearly, evening meeting of the Village Art Club to show their work

For further information: www.Village-Art-Club.org/Scholarships

Or contact Scholarship Director Cathy Chanin, 479-295-5119.

Email: cathychanin10@hotmail.com

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***Marcy Effinger**

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***Rosie & Dave Floyd**

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Artisan Alliance

at Wishing Spring
Gallery

PHONE: 479-273-1798 WEBSITE: www.artisanalliance.net

ADDRESS: 8862 West McNelly Road

EMAIL: artisan.alliance.ws@gmail.com

**HOURS: Thursday—Saturday, 10am-4pm (January-March)
Wednesday-Saturday 10am-4 pm (April-December)**

**MAILING ADDRESS: 8862 W McNelly Rd
Bentonville, AR 72712**

Gallery Director	Pearl Williamson	479-640-8537
Gallery Facilitator	Bill Croft	479-253-4191
Display Committee	Allison Hartman	608-320-2426
Jury Coordinator	Pearl Williamson	479-640-8537
Maintenance Supervisor	Jim Reitz	479-367-7666
Exhibitor Fees Manager	Allison Hartman	608-320-2426
Hospitality Coordinator	Phyllis Von Holdt	479-855-2538
Housekeeping Coordinator	Mayra Benz	970-389-4598
Social Media and Advertising	Pearl Williamson	479-640-8537

OPENERS & CLOSERS

Bill Croft—Supervisor	479-253-4191
Dee DiNino	719-323-3935
Mayra Benz	970-389-4598
Gerald Hatley	214-505-0673
Pearl Williamson	479-640-8537

EXHIBITOR INFORMATION

Wishing Spring Gallery Mission Statement

- To provide an educational art center and gallery where the public has the opportunity to see and buy original fine art and crafts of consistently good quality in a variety of media and techniques.
- To provide members of the Artisan Alliance at Wishing Spring an opportunity to exhibit and sell their work; to present to the public a group image of skill and creativity; and to educate by production, presentation and promotion utilizing special talents and experiences of members.
- To promote a high quality reputation for the Artisan Alliance at Wishing Spring and members who exhibit in the Gallery by emphasizing originality and execution of design.

The Gallery is a co-op run by volunteers, and as exhibitors, we have chosen to be a part of this so that we may have a place to show and sell our creative work. Therefore, we are all part of a business, and each of us contributes to the success of our business.

The good reputation of the Gallery is based on the high quality of the art and crafts exhibited there, by the attractive way it is displayed, and by the friendliness and helpfulness of the member volunteers. We can maintain this by the following guidelines:

Wishing Spring Gallery Guidelines

Basic requirements to exhibit in Wishing Spring Gallery include:

- Be a current member of the Artisan Alliance at Wishing Spring
- Apply and have work juried and approved by a Gallery Jury Committee.
- Agree to the conditions of a 6-month contract.
- Work two one-half days in the Gallery each month.
- Serve on a Gallery Committee.
- Pay \$25 (in advance) per month for exhibit space, and pay 25% commission on sales.

Whose work will be juried?

- All prospective exhibitors will be juried. Applicants will be judged on artisanship, design, quality, originality, and appropriateness of materials.

Artisan Alliance at Wishing Spring MEMBERSHIP 2023

* Denotes Wishing Spring Gallery Exhibitor

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Phillip Calkins

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VAC Past Presidents

Marcy Effinger 2022-2023
Open 2021
Frank DiNino 2020
Elaine Reinke 2019
Bonnie Wagner 2017-2018
Jay Rhymer 2016
Edward Grant 2013—2015
Sharon Crandall 2011—2012
Delane Cox 2010
Dustie Meads 2008—2009
Janet Horan 2005—2007
Pam Stettinisch 2002—2004
Jack Pugh 2001
Wanda Roe 1998—2000
R.K. Smith 1996—1997
Cline Hickman 1994—1995
Caryl Zietlow 1992—1993
Bette Trubey 1991
Jane Liedman 1989—1990
John Hager 1987—1988
Art Cruse 1986
Bette Trubey 1985
Virgil Raffety 1984
Marlin Loverud 1983
Jack Hetterich 1982
Martha Bagwell 1981
Joy Smith 1979—1980
Frances Heisler 1978
Wendell Miller 1977
Paul Parish 1976
Margaret Sherman 1975
Opal Martin 1972—1974
Lillian Wyllie 1970—1972
Hazel Massie 1968—1970
Sylvia Vertes 1966—1968

- Exhibitors who leave and then wish to return after a twelve-month period must participate in the jury process.
- Current exhibitors are required to submit any new media to the Jury to insure quality, artistry, and originality.

Procedures for Jury Applicants

- Complete a *Wishing Spring Gallery Exhibitor Application* and submit it to the Gallery Director or Jury Coordinator.
 - Provide three examples of work per medium.
- Once the jury process is complete, the applicant will receive notice of the results within two weeks. A 6-month Contract must be submitted with the first month's Exhibitor fee for Gallery space.

Gallery Decorating Policy

The Decorating Committee, with the help of the Director, are responsible for the overall look of the Gallery. This ensures an atmosphere that is pleasing to the eye, promotes each artist and the Gallery as a whole, and ensures the quality and reputation of the Gallery. The Director has final authority over all suggestions from the Committee. Decorating will be accomplished in a variety of ways:

Special Displays

- Requests for changes in location will be considered by the Director or Decorating Committee on a case-by-case basis. Some display shelving is provided by the Gallery; however, if you have your own displays that you want to use (or displays that you wish to donate), please check with the Director or Decorating Committee as to appropriateness and space.
- Exhibitors are responsible for cleaning and stocking their own assigned area on a regular basis. You must bring enough merchandise to tastefully fill and decorate your space. Use only space assigned to you. If you feel you cannot do your own decoration, ask the Director or Decorating Committee for assistance.
- Business cards or advertising must be in your display. Clear plastic promotional holders are available for Exhibitor profiles. You are encouraged to provide your profiles, as customers like to know about you.

Common Area

Some spaces are reserved for common areas. These spaces will be filled by the Decorating Committee from any artist willing to have items in a mixed area. Any Exhibitor not wanting to participate in common areas should notify the Committee. Extra spaces will be used as common areas until new Exhibitors join the Gallery and the Committee allots those spaces to the new Exhibitors.

Overall Gallery Review

- The Display Coordinator will monitor members' spaces on a regular basis to insure displays are esthetically pleasing. Work will be removed that does not meet Gallery standards.
- Artists are responsible for having their paintings properly framed, matted, and wired for hanging. Unframed art should be backed with cardboard or matting and shrink-wrapped.
- When a painting is sold, the volunteer worker will pin a SOLD sign in the vacant space and notify the artist for a replacement.

Gallery Sales and Commissions

Sales Tags

Barcodes must be on all items before placing in the gallery. If you need any help printing barcodes, PLEASE ask your opener or closer for assistance. You may still use the old paper tags if you like, as long as the barcode is on the back.

Commission

A commission of all sales is paid to the Gallery and is deducted from your monthly sales check. Any sales made due to a referral through the Gallery are subject to the commission, on the honor system.

Gallery Work Shifts

Schedules

- The Gallery is open 10am-4pm, Thursday through Saturday; closed on Sunday. There are two work shifts daily consisting of 3 hours each (10am-1pm and 1pm-4pm).
- Two people are needed for each shift; workers are to arrive 15 minutes before a shift begins. If you will be arriving late, please call the Gallery at 479-273-1798 to let someone know.
- Exhibitors are required to work to(2) half-days per month (these could be two separate days, or one full day). Each shift counts as a half-day worked.



Artisan Alliance
at Wishing Spring

THE CLAY STUDIO AT WISHING SPRING GALLERY

**8862 W McNelly Rd, Bentonville
tcsatwishingspring@gmail.com**

The Clay Studio is located directly behind Wishing Spring Gallery. We provide state of the art pottery equipment, including three electric kiln: wheels, slab roller, extruder and tools.

Monthly classes are offered to both members and the public. Draw inspiration from Wishing Spring Gallery, featuring the work of several professional potters, as well as our library of reference books, all in an atmosphere of support and creativity. Classes are led by experienced instructors with a variety of skills and styles.

Policy for Closing Wishing Spring Gallery on Regular Work Days

The Gallery will always be closed when Bentonville schools are closed due to weather. At other times, at the sole discretion of the Gallery Director, the Gallery may be closed for the day or closed early due to weather (snow, ice, flooding etc.). For these closings, the Gallery Director will directly notify those individuals scheduled to work (via email and/or phone) of the closure by 9:00am for the morning shift and by 12:30pm for the afternoon shift. For all closings, the Gallery Director will notify (via email) all Exhibitors and the VAC Board of Directors and Executive Committee.

Gallery Committees

Since Wishing Spring Gallery is a cooperative, every Exhibitor is asked to participate by serving on at least one of the following Committees during the year. The Director may establish special Committees as situations require.

- **Jury Coordinator & Committee.** The Jury Coordinator will choose a Committee to view and make selections of potential Exhibitors and their work.
- **Display Coordinator & Committee.** The Display Coordinator, Committee members, and the Director will be responsible for the overall look of the Gallery and placement of Exhibitors' work throughout the common areas. The Director has final authority over all suggestions from the Committee.
- **Hospitality Coordinator & Committee.** The Coordinator and Committee will be responsible for refreshments, set-up/takedown, and decoration for special events and or daily needs of refreshments for the gallery. Ensuring adequate water supplies and snack items are in-house for sale/use in the kitchen and during hospitality events.
- **Housekeeping Coordinator.** Cleans the gallery i.e. vacuuming, take out the trash and clean bathrooms. All exhibitors need to keep their spaces clean and dust free.

- If a "couple" are members of the Artisan Alliance at Wishing Spring, but only one of the members exhibits in the Gallery, either person may work to satisfy the work requirement. If a couple both exhibit, each must work his/her required time.
- Monthly calendars are provided at the front desk for shift sign-up. Please keep your own record. If you must reschedule a workday, you may switch with someone as long as that person agrees and the change is recorded on the calendar. If you have an emergency and cannot get a replacement (even from the volunteer list) contact the Gallery Director. Please make every attempt to find your own replacement.

Work Requirements

- The Opener will fill the register with the day's cash. At the end of the day, the Closer will count the money and balance-out the register. If you are working at the front desk, please be sure you know how to ring up a sale and take a credit card cash, or check.
- You do not have to balance the cash register funds, but you must make sure: all money, checks, and credit card copies are in the register
- As an exhibitor you are required to know how to use the register and complete a sale. If you need additional training then let your opener or closer or Director know so they can provide it. You are expected to keep your area dust free, and your display neat and uncluttered. Too many items can create a cluttered look. The Display Committee is there to help in any way. Check with them if you need anything.

Routines on Workdays

- Members working on the 2nd and/or 3rd floors should be aware of 1st floor activity – if help is needed – and the 1st floor is never left unattended.
- If you have an emergency and must leave during work time, be sure there is someone who is willing to cover for you.
- You should know where all packing materials are and what to use. Some of our products are very fragile and should be wrapped accordingly. Please try to keep the storeroom neat and well organized.
- Make an effort to know the products and where artists' works are located in the Gallery. Be knowledgeable about your Club, Gallery, and Studio. Being friendly to the customers creates good will and repeat customers!
- Everyone is expected to help with such chores as cleaning, dusting, vacuuming, straightening the back room, and taking out the trash.