



Greetings All,

As we move through the dog days of Summer, I hope you are staying cool and hydrated.

The Board of Directors has been hard at work developing new and exciting ways for PSA Members to participate in our organization. As you may remember from last month's Newsletter, we introduced a new raffle Mini-Grant. All members who attend will be given a raffle ticket and the winner will receive \$100 cash to be used for art-related enrichment (art supplies, workshops, etc.). The only requirement is that the Member return within 3 months to let us know how the funds helped advance their creative process.

Our next Membership Meeting will be September 10th at the Blinn House 10:00 AM – Noon, and our program is an encaustic painting demonstration. (See "Upcoming Programs" in the newsletter for details.) Join us to learn more about this versatile medium!

Stay tuned for more fun ways to increase your participation through making art.

One dilemma an organization like PSA faces is how to increase membership. For the most part we have relied on the Spring and Fall New Member Screening and word of mouth. Thanks to Rhonda Raulston, we are embarking on a new marketing strategy to move PSA to the next level. The strategy includes increasing our Social Media presence through analytic analysis and advertising. In addition, we are in the process of increasing our outreach to museums, galleries, art organizations (like PSA), and college and university art departments. If you have a relationship with any of these entities, we would love to know about them. Just email me with the specifics and contact information.

I want to extend a special thank you to Elaine Tietjen for volunteering to compile a contact list of museums, galleries, and colleges and university art departments to get us started with our outreach project. It was a huge task and Elaine did an excellent job.

Finally, I hope to see you at the Summer Party on August 13th at Rhonda Raulston's house. See details in the "events" section of the newsletter.

Stay cool and make art!

I am always available at kds4psabiz@gmail.com

Kathleen Swaydan,
Acting Interim President
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