

[**MUSE** v: to become absorbed in thought; *syn* see PONDER; *cap., n*: any of the 9 sister goddesses in Greek mythology presiding over song, poetry, the **arts**, and sciences; *n*: a source of **inspiration**]

...and it rhymes with "news!"



A Newsletter from **High Road Artisans** for its Project Members and Board of Directors

February 2009, Vol. 1

A New Board of Directors

On January 22, 2009, at the Annual General Meeting in Chamisal, members from High Road Artisans' (HRA) projects elected a new Board of Directors. The new President is **Judith Hert** from Truchas; Vice President is **Rose Velasquez** from Llano; Secretary is **Lise Poulsen** of Llano; High Road MarketPlace Representative is **Connie Salles** from Truchas; and general Board members are **Vivian Trujillo** from Truchas, **Jeane Weigel** from Truchas, and **Liz Gold** from Chimayo (replacing Debbie Denison as of February 11). The Board plans to nominate an individual to take the Treasurer's position as soon as possible.

While expressing gratitude to the previous year's Officers, **eRic Luplow, Robert Hilton, Trish Booth,** and **Coco Atkinson**, members felt a renewal of dedication to ongoing projects: High Road Art Tour, the High Road MarketPlace, and the website, www.highroadnewmexico.com.

HRA is a non profit 501(c)3 organization with the mission of providing vision, direction, and tools for developing Northern New Mexico arts and crafts as a way for artists to earn a living while residing in their communities.

The High Road Muse will provide the Board of Directors with a venue to communicate with the entire HRA membership. Look for more from the Board in the next edition.



2009 Tour Applications

Efforts to make the 12th Annual High Road Art Tour a success for all have begun! If you didn't receive a copy of this year's artist's application, download one from our website:

www.highroadnewmexico.com, or call or email Tour Director Dawn Wright: 505-351-1228; dawnwright@windstream.net. The deadline for returning applications is March 30, 2009. **Late applications will NOT be accepted this year.** (see page 4 for more information)

It's an exciting new year for us. Let's keep the arts along the High Road alive and well with the best studio tour in the state!

Cocktails and Leadership

If you are considering chairing one of the High Road Committees this year, please know that the Board and I are planning a celebration for Committee Chairs on Sunday, April 5th from five to eight at my house in Truchas. This will be a margarita and hors d'oeuvres party. We want to build camaraderie and have fun.

We're all grateful for our excellent past leaders, but they are really worn out and worked out. Now we have a new Board, and we need everyone's support. Please let Dawn know as soon as possible if you're willing to serve as a chair, and if you are, save our party date. You don't need to send your application in before it's due. Just email or phone Dawn if you are willing to be a committee chair. Thanks,

Judith Hert
President, High Road Artisans Board of Directors

Satisfying and Fun

By Jeane George Weigel,
Advertising/Brochure Committee Chair

I am putting out an open invitation to fill several positions that are available on the High Road Tour Advertising Leadership Committee. You can apply yourself or nominate someone you feel would be great. There's no paperwork necessary, just reach me at jeanegeorgeweigel@gmail.com. We are looking for Co-Chairs and committee members who have experience with print and radio advertising, PR, design, calendar listings, commercial printing. As you've probably heard, we have a new board with new direction and renewed enthusiasm. The work we do together to promote this important tour is going to be rewarding, inspiring and fun, I promise. I need to hear from you on or before March 15th. After that I will interview each applicant to select those who will comprise our wonderful "advertising agency". I'm looking forward to hearing from you and meeting you.

Special Announcement

High Road Artisans Board of Directors will meet again on March 12, 2009, at 6:00 pm at the High Road MarketPlace in Truchas. All are welcome; bring your own dinner/snack.

Did You Know?

Young people who perform in the arts for at least three hours on three days each week through at least one full year are

4 times more likely to be recognized for **academic achievement**

3 times more likely to be elected to **class office** within their schools

4 times more likely to participate in a **math and science fair**

3 times more likely to win an award for **school attendance**

4 times more likely to win an **award for writing an essay or poem**



MarketPlace Musings

By Connie Salles, HRMP Management Team

The High Road MarketPlace (HRMP) has been at the new location in Truchas for a little over a year now. As we begin our eighth year in operation, we are happy to report: business is good! We have an amazing group of artists and a wonderful variety of art. As you are driving on the High Road, stop by and visit.



Artists who have recently begun displaying their work at the store are:

Ed Mills, ceramics
Velia Ortega, weavings
Robert Enggis, stained glass
Manny Chavez, music CDs

From April through November each year, the MarketPlace features the "Artist of the Month." This includes an open house at the HRMP, with a central display of the artist's work. Advertising is an article in the Rio Grande Sun (paid for by the HRMP) and email announcement of the open house. If you are interested in being artist of the month during 2009, please call 505-689-2689 to discuss details. You do not have to be a participating artist in HRMP to be artist of the month. We look forward to hearing from you!

Young artists, as compared with their peers, are likely to

Attend **music, art, and dance classes** nearly three times as frequently

Participate in **youth groups** nearly four times as frequently

Read for pleasure nearly twice as often

Perform **community service** more than four times as often

(Living the Arts through language + learning: a report on community-based youth organizations, Shirley Brice Heath, Stanford University and Carnegie Foundation for the Advancement of Teaching, an Americans for the Arts monograph, 11/98.)

Muse for the Artist

Here's a page just for artists. Full of resources, ideas, a calendar of events, and art stuff. I would like to hear from you about the kinds of items you'd like to see on this page. I also encourage you to send submissions to dawnwright@windstream.net by the 15th for placement in each month's edition. Let's share what we know!

Online Resources - To Give You Ideas

www.newmexicocreates.org "This innovative program promotes and strengthens the creative entrepreneurs of New Mexico by providing links to the vibrant arts market via the Museum of New Mexico Foundation Shops' four locations and this extensive online store. In addition, the NewMexicoCreates program offers training seminars to artists on marketing, licensing, pricing, and small business loans. If you are a New Mexico artist interested in more information about this program, contact John Stafford, Director of Retail Operations, MNMFshops at john@museumfoundation.org."



www.artsusa.org "Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With 45 years of service, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts."



www.pleinairpaintersnm.org "Plein Air Painters of New Mexico (PAPNM) is an organization of artists dedicated to preserving and promoting the tradition of painting *en plein air* — in the open air, or outdoors. PAPNM provides regular opportunities for members to paint together at paintouts and also hosts exhibitions and workshops. PAPNM evolved from Plein Air New Mexico, which was founded by Deborah Paris in 2004."



Calendar/Events/Deadlines

March 12, 6:00 p.m. High Road Artisans Board of Directors Mtg. at High Road MarketPlace

March 15 Deadline to Contact Jeane Weigel about being Co-Chairs and committee members (see p. 2)

March 30 Tour Application Deadline Directions for submission are on the application.

April 5, 5 - 8 p.m. Cocktails and Leadership Celebration for Committee Chairs and Co-Chairs at Judith Hert's in Truchas (see p. 1)

Tips for Artists

David Paul Mesler



"What to keep in mind in trying to make a life as an artist: when creating, love each artwork generously, intimately, in the ways only you can. When trying to make a living as an artist, shake off that dreamy, hyper-concentrated inspired state, and live in the real world – respect your audience, and respect your clients."

David Paul Mesler is an award-winning pianist, Emmy-nominated composer, vocalist and bandleader who has performed for a multitude of celebrities, politicians, prominent philanthropists and business people, as well as for film projects for Disney, Warner Brothers, MGM, Touchstone, Handmade Films, and ABC.

(from artsresourcenetwork.net)

Tour Application Clarifications

Please note the following changes and clarifications on this year's application:

1. All applications and related materials must be turned in to the Tour Director, Dawn Wright, by March 30, 2009. **Late applications will NOT be accepted. No exceptions.**
2. Some of the Tour Committees have been grouped under an "umbrella" Chair Person, Jeane George Weigel. Jeane will chair the paid advertising and brochure development committees, and will work with Co-Chair persons for the free advertising, online advertising, and website committees to ensure a more consistent public face for the Tour. Please read "Satisfying and Fun" on page 2 of this newsletter for more information.
3. On the application, under the category, "Community Site," the \$40 fee includes a "Description of Art" that is 7 words or 45 characters long. This requirement was inadvertently omitted from the original application. Those who may have already applied under this category will need to revise their descriptions to fit this limit. Please contact Dawn before the deadline.
4. If you are a gallery/studio that is open all year long, you do not *have* to choose the \$200 category. You may choose the \$100 category, instead. It's your choice--how much and what kind of advertising do you want? At the \$200 level, you'll be noted as being open all year, and have more information/space in the brochure and on our website. At the \$100 level, you have less. It's up to you...pick the category you want!
5. The flag rental procedure is being revised by the Flags Committee. There is no flag deposit fee due at this time. When you send your application, just pay the application fee. When the new flag procedure is in place, we will contact all those may need or want a flag.



A Note for Nonprofits

"Dear Nonprofit Organization:
Please note this important article in which Guidestar states that up to half a million nonprofits could be stripped of their tax-exempt status for failure to file tax form 990-N. The article can be found here: <http://www.msnbc.msn.com/id/29123666/from/ET/>.

Best regards,
Santa Fe Community Foundation
516 Alto Street, Santa Fe, NM 87501
edavila@santafecf.org
505.988.9715 x 6"

Tour A-Muse-Ments

By Dawn Wright, High Road Art Tour Director

Seven artists have applied so far.

Committee Chairs:

- ☆ Advertising/Brochure **Jeane Weigel**
- ☆ Website **Liz Gold**
- ☆ Brochure Distribution **Terry Mulert**
- ☆ Computer Assistant **Lise Poulsen**
- ☆ Signs/Banners/Flags **Nicki Marx**

The Flags Committee is working on a new procedure for this year; we will contact those who may need flags at a later date to go over the details.

We need to start collecting Sponsors as soon as possible. Anyone interested in Chairing this committee should contact me right away. This year, we want to approach banks, corporations, and others. Thanks!