

Christy Kosmicki (Exhibits)

NATA Art Educators Show --- The digital process was a success. It worked seamlessly and at no cost! Here I must add a huge thanks to Don Kosmicki for his work on generating the site for NATA. We have a total of 18 artists represented in the 2011 Art Educators Show with 21 pieces selected by juror, Turner McGehee. He also requested to site-jury 9 more alternate pieces if the artists would send them to the gallery. All artists were sent a congratulatory acceptance notice immediately after the initial jury process and as of September 5th, they were sent reminders on the delivery process. We totaled \$420.00 in registration fees from 15 member and 3 non-member artists. Most artists submitted 3 entries. Our expenses totaled \$500.00 due to the prize money of \$200.00 for Best of Show, \$100.00 for 2nd Place and \$50.00 for Honorable Mention as well as \$150.00 for the juror fee. We will show a deficit of \$80.00. We only needed 4 more member entries to break even. I made the Award Tags at no charge to limit costs. As a board, we need to decide how we can make this annual show pay for itself. I would like the board to think about the following options/ideas:

1. Asking for corporate sponsorship of the show that would pay out 2nd Place and Honorable Mention awards in gifts certificates such as Dick Blick, etc. If we had this sponsorship, we could incorporate their company name in the Exhibition name. (I know we could get creative with this.) (NATA could pay out the Best of Show money from the entry fees.)
2. Excite teachers to participate. Advertise the annual exhibition in a more grand way!
3. Raise the entry fees by \$5.00. Currently the rate is: Members- \$20 for up to three entries and \$40 for non-members.
4. The Best of Show be part of the cover of our Winter Perspective. Honor all the award winners in some way via the news media. In other words... Make it a big deal!
5. Have the Art Educators and the Scholastic Show as a workshop at the next Spring Forum for our future Art Educators (hosted by UNO this year). "Annual Opportunities via Digital Entries for Nebraska Students and Teachers". If we get our future teachers immersed in the process, this should guarantee a long life for both competitions.
6. Create a committee to brainstorm additional ideas or make board recommendations.

In regard to the 2012 Art Educators Show, I have been in contact with Ronda Sternhagen (President, Art Educators of Iowa) and Susan Noonan (Iowa Conference Chair) and Debbie Kippley (NE Conference Chair). Ronda explained that Iowa has been inconsistent at providing an exhibition venue for their members due to the unavailability of a secure exhibition space at their conference sites. They have never offered a juried exhibition and look forward to learning from and collaborating with NATA. We are looking forward to providing a juried Art Educators Exhibition to correspond with the joint Iowa/Nebraska 2012 Fall Conference. The conference committee will be working with me between October and March to solidify the exhibition details. My plan is to have the digital exhibition prospectus available by April 1st.