

# The Branch

*Happy Holidays Everyone!*  
**December Meeting & Luncheon**  
Join us at 11 a.m. on Dec. 16<sup>th</sup>  
at Meletha Everett's home



## The National League of American Pen Women, Inc. Tampa Branch #88

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## President's Corner

I hope everyone had a great Thanksgiving holiday. As citizens of the United States of America, we do have so many things to be thankful for.

Our December 16<sup>th</sup> meeting will be a covered dish at my house. I will furnish the ham and drinks; please bring side dishes or a dessert and a hefty appetite!

At our November meeting, we voted to donate food for the needy. I contacted **Metropolitan Ministries**, since it services the entire Tampa area. They reported that more families are in need this year than ever before due to the loss of jobs and the economic recession. *Please bring your donations to our December meeting.* (See list of suggested items below.)

Also, please be sure to fill out your membership survey that Staci passed out at our last meeting (attached as a Word and PDF file). We will have a discussion on this after our lunch.

We are looking for some solid suggestions that can make our branch stronger. Staci provided the mentoring example as one way to expand our knowledge both in our own field and new ones. Bring your inspiration and ideas and let's brainstorm together!



See you at my house on Tuesday the 16<sup>th</sup>. **Meletha**

### December 16<sup>th</sup> Holiday Donations

**Metropolitan Ministries:** serving the poor and homeless men, women, and children in the Tampa Bay region. Please bring your choice of a donation to our meeting on the 16<sup>th</sup>.

#### Urgent Current Needs:

- Canned meats
- Canned vegetables/fruits
- Cereals (hot or cold)
- Grocery staples
- Cake or dessert mixes



#### Christmas Gifts Needed

- New clothing or items for babies
- New items for teenagers (girls & boys)
- Please do not wrap gifts



**December 16<sup>th</sup> meeting at Meletha Everett's**  
405 Green Arbor, Brandon, FL 33511  
813.685.1675

### *In Memory ~ Antonia Robbins*

We share the family's sadness in the loss of a member, a friend, and a fellow watercolor artist. She will be greatly missed by all who loved her.



## Pen Women News

**Carlene** Earl exhibited in the Alabama Miniature Art Society show entitled, "The Spanish Moss Juried Miniature Art Show of the SE." The show ran mid-November through December 2<sup>nd</sup>. Carlene won one of the seven Barnes and Noble Awards for her painting "Majestic Finale."



Carlene's *Majestic Finale*

**Caroline** McKeon was the featured speaker at the Sarasota Pen Women's November luncheon. Caroline's program was *Birthdays, Infections, and Gifts That Keep on Giving*. About 35 women were in attendance. Caroline had been invited to speak by Sarasota's President Dr. Sylvia Price when they met at the 2007 state conference in Crystal River. At the conclusion of the luncheon, Caroline met briefly with FSA NLAPW President, Kathleen McDonald, to discuss the budget for the current year and the year to follow, and to talk about the conference that will be held in October of 2009.

**Nelida** DeLorenzo writes: This is such a busy time of the year for everyone, and I'm no exception. I'll continue with my art classes right after Thanksgiving and I'll navigate through the next month parties and shows. Happy Holidays to everyone and God bless us all and keep us all safe!

**Roxanne** Tobaison will be one of five artists exhibiting in the *Winter Exhibition at The Jacey Gallery*. You are cordially invited to attend the gala opening reception:

**Date:** Friday, **December 5<sup>th</sup>**

**Time:** 7 to 10 PM

**Location:** 4802 Gunn Hwy Suite 114, Tampa, FL 33624

**Phone:** 813.960.5400

**Exhibition dates:** December 5, 2008 to March 2, 2009



Photo by Katie Weilbacher

**Susan** Weilbacher invites you to her **Holiday Art Sale Open House**. See Susan's new art work, nibble on holiday goodies, and shop for the art lovers on your list or even for the art lover in YOU!

**Date:** Saturday, **December 13<sup>th</sup>**

**Time:** 9:30 AM to 12:30 PM

**Location:** 712 Citrus Wood Lane, Valrico, FL 33594    **Phone:** 813-689-0329

Directions to Susan's: from Brandon Blvd, head east through Brandon past Valrico Road. Turn right on Miller (next light) and proceed to 2<sup>nd</sup> neighborhood entrance on the right: Citrus Wood. Valrico Elementary is opposite the entrance. Turn right into Citrus Wood neighborhood, turn left at the stop sign, and our house will be on your left just before you go around the corner (peach/gold 2 story).

**Virginia** Halloway borrowed a TV-cooking-show technique when asked to paint for a fundraiser. She brought a completed picture and then partially copied it in front of the crowd. The finished piece auctioned off for \$400.

### **November's Watercolor Demonstration with Nelida DeLorenzo**

Photos of Nelida's demonstration plus Eleanore and Meletha by Susan Weilbacher.



## NLAPW – Tampa Branch Membership and Fundraising Query

Theory: Before fundraising can really be effective, we are better served focusing on increasing membership.

### *Preliminary Steps:*

1. Discover WHY we chose to become members.
2. Identify what our branch of NLAPW offers members.
3. Identify what we could be doing that would encourage participation  
e.g., the workshops being offered in Calligraphy and painting
4. What else could be offered that would support attracting other professional artists to the group? e.g., presentations on marketing for small creative businesses, bookkeeping/taxes for small creative businesses, PR/promotion for small creative businesses.
5. Investigate successful NLAPW branches online and/or via e-mail to discover what they are doing to present themselves as a resource for local artists, which naturally increases membership.
  - a. Washington DC Branch – offers concerts as fundraisers, presentations include Leadership, Book Marketing, How to Present Yourself in a Radio Interview, bringing in well-known artists to present on their latest works and inviting the public as a fundraiser.
  - b. The Pikes Peak, CO Branch – offers presentations on subjects like Biographies-The Most Exciting Non-Fiction and Where’s the Real Money in Writing – both of which can be cross-promoted with professional writing groups in the area.
  - c. The Honolulu, HI Branch – is doing a presentation called “From Chaos to Clarity: An East/West Approach to Creative Discipline.” They also hold an art show at their November meeting, where the public is invited, to sell their art for holiday gifts.
6. Identify other artistic oriented professional organizations/groups that would be relevant for membership cross-promotion. e.g., National Writer’s Alliance
7. Identify ways we can garner publicity and recognition within the community.  
e.g. Members agree that they list NLAPW in all press releases regarding their work/shows.

Once some of these questions are answered, we, as a group, will be better positioned to address the issue of fundraising.

**Idea for a “kick off” program to invite the public: *Creative Cross Training*** – the importance of going beyond your artistic box to maximize your medium. This program could also serve to introduce the concept of “mentoring” within the membership – if you’re a painter, but you want to write a short story or a do brochure on your business, choose an appropriate writer member to support your project by providing guidance in an art form that’s “outside your art box.”

Submitted at the November meeting by Fundraising Team members: Staci Backauskas, Carol Karow, and Minnette Webster.

**Action:** A membership survey was handed out at the November meeting. **Members were asked to return the questionnaire at the December 16<sup>th</sup> meeting;** member discussion is on the December meeting agenda.

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The **Tampa Branch of the NLAPW** meets the third Tuesday of each month from September through May.  
Location: Temple Terrace Golf & Country Club, 200 Inverness Avenue, Temple Terrace, FL 33617

We gather at 11 AM to socialize and our meeting starts promptly at 11:30 a.m. Lunch is \$7.50 per person.  
Please join us and bring a guest. Reservations are requested by the Thursday prior to the meeting.

# November 18<sup>th</sup> Meeting Minutes

## I. Call to order

President Meletha Everett called the meeting to order at 11:30 AM on Nov. 18, 2008, at Temple Terrace Golf and Country Club. She read a "thankful" meditation and blessed the food. We recited the Pledge of Allegiance. Meletha welcomed Eleanor McDade,\* member, and guest Melinda Albritton.

## II. Opening business

Barbara Routen read Dot Setlow's minutes from the Oct. 21 meeting; they were accepted. Caroline McKeon, treasurer, reported a balance of \$1530.43. The original, Apr. 2, 1938,\*\* branch charter was found. We're branch 83; due to a mimeograph smudge, the branch has been calling itself a different number for years. Staci Backauskas, Minnette Webster, and Eleanore McDade read inspirational messages Meletha had placed on the tables.

## III. Announcements and New Business

The branch will exhibit in January 2010 at Center Place Fine Arts and Civic Association, 619 Vonderburg Dr., Brandon. The theme "Show Your Colors" was chosen by the membership.

Judy Freeman finds it necessary to resign as our First Vice President. She may attend the quarterly Clearwater branch meetings as they are considerably closer to her home. *The First Vice President steps in when the President is absent and sends in paperwork for new members. Applicants for the vacant office should contact Meletha as soon as possible.*

Staci reported on a lively membership-boosting meeting held Nov. 12 with Minnette and Carol. "This is not a bridge club without cards," she said, paraphrasing Shirley. We are professional Pen Women, along with such women as Georgia O'Keefe and Eudora Welty. "We need new blood, younger women, if the branch is to survive," Staci said. We should be a resource, a support for other artists in the community. "Why join? What do we offer? The new workshops are phenomenal. What else could be offered for small art businesses?" She suggested asking other branches what they offer their communities.

Student memberships were considered; but since students are not professionals, they wouldn't qualify. Could they, perchance, be invited as guests, as a way to pass it on or pay it forward? Staci handed out a survey for each of us to fill out.

*The completed surveys are to be brought to the Dec. 16 meeting, which will be at Meletha's. Ideas will be discussed and final decisions may be postponed until the January meeting.*

Three suggestions were made: to exchange gifts or to bring only canned goods for the needy or to do both. The result of a vote was to bring items for donation. *Meletha will provide ham and drinks, while everyone else brings a dish to share, donation canned goods, and the completed membership survey.*

Carlene Earl won \$8.50 in the 50/50. Mary Ellen O'Brien showed photos of her silk-painting banner on display in the hot air balloon museum.

## IV. Program

Nelida DiLorenzo demonstrated her technique of painting on crumpled Masa paper. Wet and crumple the paper, marking the right side, and then glue it onto mat board or watercolor paper. She smoothes it out some, but said, "I don't press too hard. I don't want to lose my wrinkles."

She displayed many of her beautiful paintings "of flowers, mostly," she admitted.

After Nelida's demonstration and after everyone perused photos of Gunni Price's artwork, which adorns Tampa International Airport, members voted unanimously to accept her into the branch. Congratulations, Gunni!

### **Footnotes**

\*Eleanor recently moved to Georgia but maintains her Tampa membership. She studies painting at the Institute for Continuing Learning at Young Harris College, had a poem published and will teach watercolor and pen-and-ink classes this spring at the Art and Soul Art Club. "I'm having a wonderful time [in Georgia]," she said. Her grandchildren recently won awards from the DAR and for an anti-drug promotion.

\*\*Virginia said she was six years old in 1938.



Brigitte Mailahn

### **December Birthdays (B) & Anniversaries (A)**

12/5	B	Judy Freeman
12/17	B	Meletha Everett
12/22	B	Eleanore McDade
12/30	B	Robbie Miles