

# Winter Happenings

## Special Events:

### **Mondays, January 23-February 20 Meet the Photographer Series:**

Jill Gussow, France Scully-Osterman, Lori Farr, Betsy Phillips and Patti Russotti share their creative accomplishments and spiritual journeys in the field of photography and beyond. 7-9 pm, member fee: \$8 each or \$30 for all five. Call 271-5920 to register. View the work of these five remarkable artists in their exhibit, "*Spirit stands still...*" at the Community Darkroom Gallery through March 26, **Free**.

### **January 20**

**"unseenamerica NYS: Pictures of Working Life Taken by Working Hands"** Opening reception 6-8 pm at The Center at High Falls Fine Art Gallery, 60 Browns Race. Exhibit runs through February 25th, **Free**.

### **February 5-14 Valentine's Day Sale**

at the Gallery at Genesee Pottery. We now offer handcrafted jewelry in sterling, glass and semi-precious stones. Gift wrapping is available!

### **February 11 Raise Your Wine IQ #3**

Shake off the chill of winter with a sparkling-wine tasting on a Saturday afternoon. 4-6 pm \$20, members; \$30, non-members.

## So Much To Offer

Welcome to the first edition of the Genesee Center's Newsletter. As a supporter of GCAE, you will receive it every season to keep you informed of Center news, exhibits, and special events, as well as to highlight new workshops and classes that might be of interest. This is *your* arts and education center and your support and participation are vital in its ability to grow and continue to offer an exciting array of community and youth programs for creative individuals like you. We want you to know what's happening at our center! Take a few moments to review the opportunities we've highlighted below.

## 2005 Marked Many Changes at GCAE

2005 was a year of tremendous change and growth at GCAE. In addition to a new Executive Director, two new Program Directors and several new staff members, GCAE expanded its breadth of creative offerings by adding a third program area, the Printing & Book Arts Center. P&BA Director, Mitch Cohen's collection. Read on to learn more about Mitch and some of the other new faces at GCAE...

## Welcome...

### **Janice Gouldthorpe, Executive Director**

Janice joined GCAE as Executive Director in May, 2005. She comes to us with great enthusiasm and vision for increasing membership and developing the Center's presence as the arts and educational facility in the Rochester community. Janice brings with her twenty-four years of business experience, working primarily in photography-related research, development and manufacturing areas at Kodak. She lives with her husband, sons and Cairn Terrier in the village of Fairport, where she enjoys gardening and bicycling in her spare time.

### **Joe Fastaia, Director of Genesee Pottery**

Joe became Genesee Pottery's new Director in June, 2005. Joe holds his MFA in Ceramics from Rhode Island School of Design and recently completed a tenure as Artist in Residence at Worcester Center for Crafts in Massachusetts. Joe brings to our studios over fifteen years of experience in ceramics. He has been working diligently to improve our facilities and expand the Pottery's course offerings. 2005 was an especially exciting time personally for Joe as well, as he and his wife, Mia, welcomed their first child, May Francesca, on September 29th.

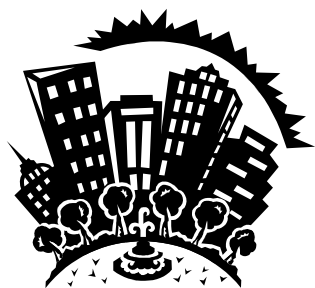
## Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop



Caption describing picture or graphic.

and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication.

So, when you’re finished writing your newsletter, convert it to a Web site and post it.

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newslet-

ters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid



Caption describing picture or graphic.

selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw

shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

## Welcome *continued*

### **Mitch Cohen, Director of the Printing & Book Arts Center (P&BA)**

With a degree in Printing Education from RIT and thirty years experience in the printing industry, Mitch brings to the Center not only extensive equipment but invaluable knowledge, as well. "I'm very excited with this winter's course offerings and look forward to expanding our programming," says Mitch. He lives in Brighton with his wife, Elaine, his cat, Gimel, and dogs, Mo and Charlotte. He has two daughters in college.

### **Katy Symonds, Artist in Residence, Genesee Pottery**

Katy began at the Pottery in September, 2005. A recent BFA in Ceramics from the School of American Crafts at RIT, Katy's forte is hand-building that explores organic and natural forms. In addition to teaching two classes at the Pottery, Katy's busy creating a body of work for her solo exhibit at the Gallery this summer. Look for details about her show in our next edition.

## ***NEW* Workshops and Classes This Winter**

*at Genesee Pottery.... Call 271-5183 to register*

- Surface Design Workshop** *Fridays, March 17-31st, 6:30-8:30 pm, member fee: \$65*
- Tea Pot Workshop** *Saturdays, Feb. 4-18, 12-2:30 pm, member fee: \$65*
- Thrown and Altered** *Sundays, Feb. 19-Apr. 2, 12-2:30 pm, member fee: \$105*
- Independent Explorations** *Mondays, Feb. 13-Apr. 10, 1-3 pm, member fee: \$115*
- Kids' Clay Classes** *New after-school class times!*

*at The Community Darkroom....call 271-5920 to register*

- Creative Techniques in Photoshop** *Saturday, Feb. 25, 10 am-5:30 pm, member fee: \$75*
- Wet Plate Collodion** *Saturday, Feb. 18, 10 am-5 pm, member fee: \$85*
- Liquid Light** *Saturday, Mar. 4, 10 am-4 pm, member fee: \$75*
- Advanced Black and White Photography is Back!** *Thursdays, Jan. 19-Mar. 9, 7-9:30 pm, member fee: \$170 (includes unlimited access to darkrooms for 8 weeks!)*

*at the Printing & Book Arts Center....*

*Call 244-9312 to register*

### **•New Offerings in Letterpress, Bookbinding, Papermaking and Calligraphy**

*Small classes filling fast. Register today!*

*The Gallery at Genesee Pottery  
and The Sunken Room Gallery  
Unique gifts that benefit GC&AE!*

*Find handcrafted gifts by local artists  
featuring pottery, photography and jewelry!  
All proceeds from your purchase go directly to The  
Genesee Center for the Arts and Education.*

**Pottery Gallery Hours:**

Tues.-Fri., 11-5 pm  
Sat. and Sun., 12-5 pm  
Closed Mondays

**Sunken Room Hours:**

Fri., 3:30-7 pm  
Sat., 10-5 pm  
Sun., 1-4:30 pm

### **JOB OPPORTUNITY**

#### **Community Darkroom Programs Assistant**

25 hour per week, Monday-Thursday, 1-7:15 pm, flexible  
Responsibilities include assisting in darkroom, studio and digital  
facilities, office operations, and youth programs.

***Black and white darkroom and digital skills a must!***

**Call 271-5920 for interview and e-mail resume to  
darkroom@geneseearts.org.**

**GENESEE CENTER FOR THE ARTS & EDUCATION**

713 Monroe Avenue  
Rochester, NY 14607

Phone: 585.244.1730  
Fax: 585.244.4617  
email: gcae@geneseearts.org

Mailing Address Line 1  
Mailing Address Line 2  
Mailing Address Line 3  
Mailing Address Line 4  
Mailing Address Line 5



*Art for All People*

*We're on the Web!*  
*example.microsoft.com*

## Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is

small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

insert a clip art image or some other graphic.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to



Caption describing picture or graphic.