

WEST VIRGINIA

SPRING 2015

# ArtWorks



# ArtWorks WEST VIRGINIA

## FEATURES

- 1 *The Arts and the Earth: Where Art Meets Science***  
ArtsBank's innovative program links arts and earth sciences in hands-on learning experiences for middle schoolers.
- 6 *Poetry Out Loud Showcases West Virginia Artists***  
The master of ceremonies, entertainers, and creators of awards for the recitation competition all share a Mountain State connection.
- 8 *Grave Creek Complex Introduces Art Exhibits***  
The Moundsville archaeological complex now offers monthly exhibits featuring the works of regional artists.
- 10 *Lucas Warner, Artist Blacksmith***  
A rising metal artist learns his craft from master blacksmith Jeff Fetty.
- 16 *Jim Browder Takes on Tamarack***  
Meet the new director of TAMARACK: *The Best of West Virginia*.

## INSIDE THIS ISSUE

- 4 *Hosts Needed for Annual Listening Tour***
- 4 *Rave Reviews***
- 5 *Juried Exhibition Offers \$33,000 in Awards***
- 5 *Volunteers Sought for Grant Review Panels***
- 5 *West Virginia Writers Summer Conference***
- 14 *Peer Assistance Network Offers Help to Arts Organizations***
- 15 *Opportunities for Organizations and Artists***
- 17 *More than \$32,000 in Grants Awarded***
- 18 *How to Write an Effective Mission Statement***
- 19 *Failure to File Form 990s Can Hurt Nonprofits***
- 20 *Arts Day at the Capitol***
- 20 *Calendar***

### ON THE COVER:

Emerging artist blacksmith Lucas Warner of Hendricks designed this year's Poetry Out Loud trophy under the tutelage of internationally known artist Jeff Fetty of Spencer. Photo by Tyler Evert. (See story on page 10.)

## SPRING 2015



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**West Virginia Department of Education and the Arts**  
Kay H. Goodwin, Cabinet Secretary



**West Virginia Division of Culture and History**  
Randall Reid-Smith, Commissioner

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### DEADLINES FOR SUBMISSIONS

Summer: May 15 ••• Spring: February 15 •••  
Fall: August 15 ••• Winter: November 15

*ArtWorks West Virginia* is published quarterly by the West Virginia Division of Culture and History, 1900 Kanawha Blvd. East, Charleston, WV 25305.

[www.wvculture.org/Arts](http://www.wvculture.org/Arts)



All publications and application forms are available in alternate formats.



ArtsBanks' special program, *The Arts and the Earth*, links students with scientists, artists and teachers in an intensive learning experience on Spruce Knob in the Potomac Highlands. All photos courtesy of ArtsBank.

## Middle School Students Learn Science Through Their Senses, Artistic Expression

Seventh graders from Elkins Middle School and Tygarts Valley Middle School in Randolph County are learning the earth sciences through artistic expression and the insights gained from immersion in hearing, touching, smelling, and seeing a living mountain ecosystem.

It is part of a unique educational collaboration between the middle schools and ArtsBank, Inc., a nonprofit corporation formed after funding for art teachers in Randolph

County elementary schools was eliminated in 1988.

During *The Arts and the Earth* field trip, students spend three days and nights on Spruce Knob in the Potomac Highlands with scientists, artists and teachers in an intensive learning experience that encompasses the STEAM teaching philosophy: connecting Science, Technology, Engineering, Art and Mathematics into a unified curriculum.

"The natural classroom of nature is a powerful enrichment to learning," said Bill McWhorter, program director of ArtsBank, which has received financial assistance from the West Virginia Division of Culture and History.

Field instructors from The Mountain Institute – an international nonprofit that works to conserve and preserve mountain environments, cultures and economies – teach about forest succession, stream quality and



**Students learn about the conditions and environment of healthy watersheds during a stream-study exercise.**

watersheds, mountain building, karst topography and night skies. Local scientists accompany students exploring the high mountain habitat while ArtsBank teaching artists support the students recording their impressions and images in nature journals.

Geologist Bill Messer talks about the differences in the mountain landscape looking east and west from the highest point in West Virginia. Atop the spine of the Eastern Continental Divide, the students' paintings reflect the differing views from Spruce Knob, the steep valleys and ridges to the east versus the dendritic erosion pattern that creates the plateaus and rolling mountains to the west.

Retired biologist Dr. James Van Gundy discusses the conditions and environment of healthy watersheds and assists students in a stream-study exercise. ArtsBank teaching artists Kylie Proudfoot-Payne and Kevin Woodcock instruct students in field illustrations, quick sketching, and using objects found in nature as art while noting the atmospheric, linear, and overlapping perspectives of the topography.

Art teacher Mary Waters leads students in practicing quick sketches, contour drawing, and cross-hatch shading. She also offers tips on seeing and recording the visual symmetry and balance of natural objects and phenomena.

Randolph County science teachers Scott Ramsey and Lee Epperson, who helped plan the curriculum, accompany the students in the field,

where the teens seamlessly merge the lessons of art and science. They construct decorative rafts from sticks and leaves, vines and reeds and flowers found near the stream before ceremoniously launching them in the water to float downstream.

Back at The Mountain Center Lodge, ArtsBank teaching artist Diana Vera guides students as they articulate their experiences in movement and poetry. Students select flash cards with a variety of geological and biological terms to act out, using mime, dance or some kind of movement. They also write about their experiences, using the keyword "Truth" to begin their poetic expressions. They then take turns reading their poems aloud as the rest of the group creates a matching rhythm on a variety of percussion instruments. The extended art instruction at the lodge also gives students exposure to batik, watercolor and printmaking.

Around a crackling fire at nightfall, the students learn the history of Spruce Knob, from a primeval forest teeming with life to the creation of the National Forest Service. And then, the night sky at that altitude offers a spectacular planetarium for an astronomy lesson.

## From the Advice Corner

ArtsBank Program Director Bill McWhorter says three elements are critical to successfully implementing a program like The Arts and the Earth field trip:

- 1. The teaching artists.** Set the standards high for the minimum requirements to be accepted in your residency program (see the page "How to Become an ArtsBank Artist" on our website [artsbankwv.com](http://artsbankwv.com).)
- 2. A willing and enthusiastic classroom teacher.** For the Spruce Knob collaboration, or anything like it, energetic classroom teachers who are willing to step outside their comfort zone and who fully participate are critical.
- 3. Supportive administrators.** Pitch the idea to the board of education, the superintendent's office, and the principals. They must be willing and flexible.



ArtsBank teaching artist Kevin Woodcock instructs students in field illustrations. Right: A student shows off his watercolor painting. Below: Students enjoy their natural surroundings as they make journal entries.



"These children experienced the whole mountain, from the highest peak to the forests and streams to down deep inside it," McWhorter said. "This experience will leave an impression that enriches understanding of the Appalachian Mountains ecosystems and all the communities of creatures and flora that thrive there."

ArtsBank has been bringing hands-on art experiences, such as drawing, painting, collage, drama, movement, creative writing, singing, pottery, printmaking and design to students in Randolph County since 1992. For more information, visit [www.artsbankwv.com](http://www.artsbankwv.com).

# Hosts Needed for Annual Listening Tour



The Arts staff of the West Virginia Division of Culture and History wants to hear from you on ways we can improve our programs and services.

Each year, we travel the state to hear your thoughts on the arts as a vital component of livable communities, local economies and educational curriculum. Your input is crucial because it helps guide our planning for new and improved programs, processes and funding.

Planning has begun for scheduling fall listening tours, and we need community hosts to assist in locating accessible venues and selecting dates and times for the listening tour. To have the most comprehensive input, the hosts must share information with their members and

community through organizational communications and news releases to the local media. The Arts staff will release statewide information regarding the entire tour and will provide a news release template for the hosts to use locally.

A series of discussion-starter questions are provided to the host and to each participant on the day of the meeting. Staff will facilitate the meeting and record comments for each community that are incorporated into a statewide report.

To add your community to this year's Listening Tour and serve as host, contact Debbie Haught, community arts coordinator, at 304.558.0240, ext. 714, or at [Debbie.R.Haught@wv.gov](mailto:Debbie.R.Haught@wv.gov).

## Rave Reviews

**Joseph Elbert** of Leon won the prestigious **2015 NICHE Award** for furniture.

He was one of five West Virginia artists who were named finalists for the awards, which celebrate excellence and innovation in American and Canadian fine craft.

The top five creators in 14 categories compete for the top prizes, which were announced at the American Made Show in Washington, D.C., in January.



**78 Degrees West Films** of Berkeley Springs is a bronze winner in the 35th Annual **Telly Awards** for its online documentary *ArtVoiceWV: Holding the Vision* that featured Berkeley Springs' arts advocate Jeanne Mozier. The work of filmmaker

**Jack Kelly**, who is director of the Digital Media Center for Community Engagement at the Morgan Arts Council's Ice House, was selected from nearly 12,000 entries from all 50 states and numerous countries.

Produced by 78 Degrees West Films, *ArtVoiceWV* (<http://artvoicewv.com/>) has profiled nearly two dozen West Virginia artists since November 2012. In 2014, the West Virginia Commission on the Arts awarded a grant to 78 Degrees West Films to expand its ability to profile artists.

The Telly Awards, founded in 1979, is the premier award honoring outstanding local, regional, and cable TV commercials and programs, the finest video and film productions, and online commercials, video and films.

# WVDCH's 19th Biennial Juried Exhibit Offers \$33,000 in Awards

West Virginia artists are invited to submit entries from June 20 to August 14 for one of the state's most influential art shows, the 2015 West Virginia Juried Exhibition.

Since 1979, the biennial exhibit of the West Virginia Commission on the Arts and the West Virginia Division of Culture and History offers artists the opportunity to earn a share in \$33,000 in awards. The top three Governor's Purchase Awards earn \$5,000 each, one of which is named the D. Gene Jordon Memorial Award in honor of the former chairman of the Commission on the Arts. There are seven \$2,000 Purchase Awards and eight \$500 Merit Awards.

Artwork receiving the Governor's Awards and Awards of Excellence also become part of the West Virginia State Museum's permanent collection.

Submitted images must be on a CD and must be labeled with the artist's name and sequential numbers when submitting more than one image. The CD must be accompanied by a text document that includes the name of the artist, the title of the piece, medium, size of the artwork and the date it was completed.

Museums Director Charles Morris says the exhibit will open in late October. Additional details, including the prospectus and selected jurors, will be placed on our website, [wvculture.org](http://wvculture.org), as soon as they are complete.

For more information, contact exhibits coordinator Cailin Howe at 304.558.0220 or [Cailin.A.Howe@wv.gov](mailto:Cailin.A.Howe@wv.gov).

## WVDCH Seeks Volunteers to Serve on Grant Review Panels

Throughout the year, the Arts Section of the West Virginia Division of Culture and History (WVDCH) convenes panels to review grant applications and make funding recommendations to the West Virginia Commission on the Arts.

The WVDCH uses both an internal and external nomination process to identify potential panelists to review applications from artists, arts organizations and schools across the Mountain State.

We invite you to submit nominations of artists, arts administrators, educators and others who are actively involved in the nonprofit and service sectors to serve on these important panels.

Panelists must be passionate about the arts, willing to commit time and energy to the review process, exhibit sensitivity in making constructive critical judgments and reflect the diversity of our state. Nominees also should be at least 18 years of age, live in West Virginia and have experience in one or more of the following areas:

- An artistic discipline
- Arts learning
- Financial or organizational management of nonprofit organizations
- Public art issues and acquisition procedures
- Community-based arts projects

Individuals may nominate themselves or others.

To submit a nomination, send us the person's name, mailing address, phone number, email address, and a brief description of their qualifications and professional experience. Submissions should be mailed to WVDCH Arts Section, Grant Panel Nominations, 1900 Kanawha Blvd. East, Charleston, WV 25305.

## WV Writers' Summer Conference Set for June 12-14

The WV Writers' 2015 Summer Conference, set for June 12-14 at Cedar Lakes Conference Center in Ripley, will feature workshops, a writer's wall, people's choice sessions, silent auction, book sale, and entertainment.

The workshop presenters include:

- Horror writer Frank Larned, who will explore the metaphorical uses of monsters and how they relate to characters, plot, and story structure.
- Author and Marshall University Professor Emeritus Fran Simone and writer and storyteller Cat Pleska, who will discuss how to delicately, but truthfully, write about tough situations and people.
- Comic-book author and screenwriter Robert Tinnell of Fairmont, who will talk about writing comics and graphic novels.

Other presenters include internationally known storyteller and humorist Bil Lepp; poet, comedian and writer Kate Fox; Parkersburg poet Sherrell Wigal; West Virginia author Carter Taylor Seaton; West Virginia Poet Laureate Marc Harshman; and thriller author Sheila Redling, among others.

The writers' conference, which is known for its laid back atmosphere, includes an awards banquet at which the winners of its annual writing contest are announced.

For more information, visit [www.WVWriters.org](http://www.WVWriters.org).



# POETRY OUT LOUD

## 2015 Poetry Out Loud Contest Showcases West Virginia Talent



Eric Pardue of Milton created ceramic tumblers.



Above, left: 2015 POL winner Neely Seams is flanked by actor Chris Sarandon, who served as POL master of ceremonies, and Arts Director Renée Margocee. Right: Runner-up Tyler Ray shares the spotlight with Arts Director Renée Margocee.



Metal artist Lucas Warner of Tucker County created this year's POL trophy.

Neely Seams of Greenbrier East High School is the 2015 champion of West Virginia's Poetry Out Loud contest, which presented trophies, journals, lapel pins and ceramic tumblers made by West Virginia artists.

Even the musical performance for the March 6-7 event highlighted an up-and-coming folk duo with Mountain State connections.

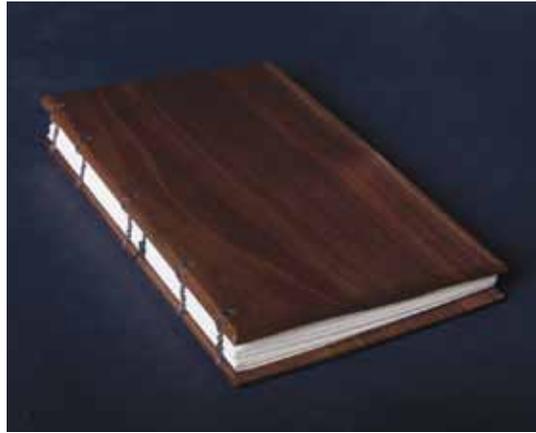
More than 3,400 high school students, under the guidance of 94 teachers, participated in this year's contest, which encourages students to learn about great poetry through memorization, performance and competition. Poetry Out Loud helps students master public-speaking skills and build self-confidence while learning more about their powerful literary heritage.

Twenty-nine students advanced to the state level. Tyler Ray of Webster County High School was this year's runner-up.

The state winner receives \$200 and an all-expense-paid trip to the national contest on April 28-29 in Washington, D.C. Her school also receives a \$500 stipend to buy poetry books. The runner-up won \$100 and \$200 for his school.

Arts Director Renée Margocee said this year's competition included a new component that sought to nurture in each student a life-long appreciation for the arts.

"By placing hand-made objects specially crafted by West Virginia artists into the contestants' hands, we are offering these students a very intimate experience with art," she said. "Each of them will be able to touch a piece of pottery, study the intricate details of a hand-crafted lapel pin and journal, and listen to the tonal harmonies of original music," she said. "Our hope is to build lifelong supporters of the arts while showcasing the work of some of the



West Virginia visual artist Charly Jupiter Hamilton of Charleston made lapel pins for the performers, and Gilmer County artist Matt Thomas created wooden journals for each participant.

most creative minds in West Virginia.”

Metal artist Lucas Warner, an apprentice with internationally renowned artist blacksmith Jeff Fetty of Spencer, created this year’s championship trophies. The 25-year-old emerging artist has been working under Fetty’s tutelage since he was 9, learning how to turn cold hard steel into beautiful works of art.

Each student who competed in the state contest received a wooden journal hand-crafted by Gilmer County artist Matt Thomas, who also created last year’s Poetry Out Loud state champion awards. At 16, Thomas became one of the youngest craftsmen to be juried into TAMARACK: *The Best of West Virginia’s* retail gallery in Beckley.

West Virginia visual artist Charly Jupiter Hamilton of Charleston made lapel pins for the participants. Through his work, Hamilton creates captivating acrylic canvases, hand-built sculptures, carved and painted wood wall reliefs and self-pulled block prints that combine the vitality of contemporary art with a rich and resonant figurative imagery.

Eric Pardue of Milton created ceramic tumblers. Pardue’s earthenware pots go through bisque, glaze, and decal firings in an electric kiln. The narratives that are built on the pots are from daily life and refer to a specific situation, a past experience, a song lyric, or a passage from a book.

Each student also received a copy of “A Song for West Virginia,”



The Sea The Sea, a folk duo with ties to *Mountain Stage*, provided entertainment and presented a songwriting workshop during the two-day event.

which was written by West Virginia Poet Laureate Marc Harshman and illustrated by West Virginia photographer Steve Shaluta.

The Sea The Sea, a folk duo with ties to *Mountain Stage*, provided entertainment and presented a songwriting workshop during the two-day event. Singer-songwriters Mira Stanley and Chuck E. Costa first began performing and recording together in the fall of 2011. Stanley, a native of Charleston, spent much of her youth behind the scenes of *Mountain Stage* alongside her father, *Mountain Stage*

bandleader Ron Sowell, and with her mother, artist Barbara Stanley.

And as he has since 2007, Academy Award nominee and Golden Globe nominee Chris Sarandon, of Beckley, moderated the contest. Sarandon’s movie performances include *Dog Day Afternoon*, which earned him a nomination for the Golden Globes’ Best New Male Star of the Year and the Academy Awards’ Best Supporting Actor. His other films include *The Princess Bride*, *Child’s Play*, *The Nightmare Before Christmas* and *Loggerheads*.



**Wood carver Ed Doughty of Martins Ferry, Ohio, makes wheels for a concord wagon, which will be on exhibit in June at that Grave Creek Mound Archeological Complex in Moundsville. All photos courtesy of the artists.**

## **Grave Creek Mound Features Local Artists in Rotating Exhibitions**

The Grave Creek Mound Archaeological Complex in Moundsville is featuring the works of regional artists: potters, painters, cave drawers, calligraphers and wood carvers, for starters.

The new exhibition program of the West Virginia Division of Culture and History kicked off in January with the opening of an exhibit by Betsy Cox, a Glen Dale native who uses clay to create pieces that are functional, decorative, sculptural and whimsical. Cox is the owner of Echo Valley Pottery and finds inspiration for her work in her lifelong love of archaeology. She also hosted a hands-on Pottery Day at Grave Creek Mound, where the public was invited to try its hand at her craft.

Cox's exhibit was followed in February by oils and pastels – some on mannequins – painted by twin sisters Georganne Bishop and Georgette Drake of Martins Ferry,

Ohio, just outside of Wheeling. The sisters' paintings revolve around expressionism, impressionism and abstract forms, compelling strong emotions and feeling with their use of color. Drake's work also includes a style she calls "etherealism," which is a blend of realism and otherworldly qualities. She and her sister recently led a figural class at the Stifel Fine Arts Center in Wheeling.

Jeremy Kohus, site manager for Grave Creek Mound, said all artists participating in the rotating exhibit have the opportunity to display their work for a month and provide an activity day when visitors can learn more about their medium.

"Our new exhibit program showcases the work of regional West Virginia artists and allows our visitors to learn more about the diversity of the local arts community," Kohus said.

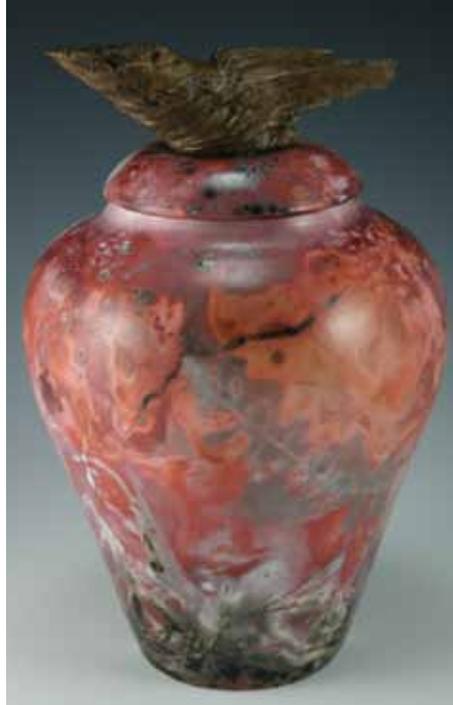
In March, Grave Creek showcased cave paintings by Wheeling artist

Patricia Jacobson and Margaret Geroch followed in April by Wheeling artist Sharon Hanse's work, which incorporates calligraphy with her own paper marbling, illuminating, and gilding to create beautifully constructed works of art.

In June, Grave Creek will feature miniature wooden models carved by Edward Doughty, a self-taught craftsman, carpenter and cabinetmaker from Martins Ferry. His work includes a 14-foot replica of the Wheeling Suspension Bridge, Queen Elizabeth's coronation carriage, early fire engines, horse-drawn carriages, Civil War cannons and caissons, and Oglebay's Mansion Museum.

For more information about the exhibit or to become a participating artist, contact Kohus at 304.843.4128 or [Jeremy.A.Kohus@wv.gov](mailto:Jeremy.A.Kohus@wv.gov).

Operated by the West Virginia Division of Culture and History, Grave Creek Mound Archaeological Complex features the largest conical burial mound in the New World and ranks as one of the largest earthen mortuary mounds anywhere in the world. The Delf Norona Museum, at 801 Jefferson Avenue, is open from 9 a.m. to 5 p.m. Tuesday through Saturday.



**Left:** This wheel-thrown, saggar-fired bird jar was made by Glen Dale native Betsy Cox, one of several regional artists to display their work at Grave Creek.



**Left and below:** The March exhibit featured cave paintings by Wheeling artists Margaret Geroch and Pat Jacobson.



**Twin sisters Georgette Drake, left, and Georganne Bishop of Martins Ferry, Ohio, featured some of their work at Grave Creek Mound Archeological Complex in Moundsville in February.**





**Above:** Warner puts the finishes touches on the trio of horses that Michael Staenberg commissioned for the Old Mill Shopping Center. **Opposite:** Emerging artist blacksmith Lucas Warner of Henricks has been learning how to turn cold steel into works of art since he met internationally known artist Jeff Fetty of Spencer 16 years ago.

## Rising Artist Blacksmith Lucas Warner Forges Bright Future With Master Jeff Fetty

By P.J. Dickerscheid  
Photos by Tyler Evert

Lucas Warner was 9 years old when he first pulled glowing, white-hot steel from Jeff Fetty's forge in Spencer, West Virginia.

"I was in total awe," said the 25-year-old emerging artist from Tucker County.

Since then, Warner has learned to control a hammer and chisels with enough precision to create his own works of art, and is now well on his way to a successful career as a working artist.

Warner is an apprentice of Fetty's, an internationally recognized artist blacksmith who has created fabulous art for such notable people as author Tom Clancy, fashion designer Yves St. Laurent, the Clinton White House and the Globe Theatre in London.

While living at the Chestnut Ridge Artist Colony in Roane County, Warner created a metal sculpture called the "Tree of Life" that he and Fetty designed. It now hangs

in the Trinity Episcopal Church in Indianapolis. He and Fetty recently completed a trio of horses, each weighing three-quarters of a ton, for the Old Mill Shopping Center in Washington, Pa. They also created a 17-foot high, 1,000-pound driveway gate for a client in Spencer that was installed in February.

In part because of those accomplishments, the West Virginia Division of Culture and History commissioned Warner to create the 2015 trophy for Poetry Out Loud, a national recitation contest that helps students improve their public speaking skills and build self-confidence while learning great poetry. (See story on pages 6-7.)

"This is a wonderful opportunity, and it's fun," Warner said of his apprenticeship.

Fetty said every day is a learning experience for both of them, and they hope to continue their roles as





**Internationally known artist Jeff Fetty of Spencer stokes his forge.**

**Above: Warner and Fetty created a trio of horses for the Old Mill Shopping Center in Washington, Pennsylvania.**





**Warner and Fetty get some help hammering steel inside Fetty's workshop.**

mutual teachers and learners while collaborating on creating another piece of public art, this time for the community of Faizabad, India, later this year.

Warner and Fetty received funding through the West Virginia Commission on the Arts' Professional Development for Individual Artists grant program to travel to India to create the sculpture while learning about and documenting blacksmithing traditions of northern India.

"This project will give me a new view of the art world, ... and an appreciation for how craftsmen in a different part of the world work, what raw materials they have to work with, and what tools they use," Warner said in his application to the Division of Culture and History, which administers the grant program.

Fetty, 61, shares similar goals for the trip.

"As innovative and creative as we try to be, our perspectives often

exist in a cultural box," he said in his application. "Immersing oneself in a new culture is the ultimate in not only thinking, but being outside of the box."

Warner, who spent his childhood surrounded by artistic expression and later studied engineering and Spanish at Berea College, has known Fetty nearly all of his life. Fetty met Warner's mother, Denice Reese, an associate professor of nursing at Davis & Elkins College in Elkins and a pianist, years ago when they traveled to Egypt as part of a group study and exchange team with Rotary International. That friendship led to another between Fetty and Reese's husband, John Warner, a world-class photographer who lives part time in Tucker County and part time in Oaxaca and Veracruz, states in Mexico.

Those three artists are "the strongest influences on my eye," Warner said.

"I have a fairly developed vision of what I would like to produce,

but what you see in your mind and what comes out, I don't think is ever exactly the same thing. I know what I want to be and I have an aesthetic that I'm pleased with, but I'm still developing. I will probably always be developing, but I definitely have a comfort with the materials I'm using that allows me to be happier with my work."

While searching for his destiny, Warner said he "took a bunch of science classes," explored various art media, built motorized bicycles, and "messed around with mechanical stuff" in an attempt "to get a taste of as much as I could." He entertained the idea of becoming a veterinarian for cold-blooded animals, a biologist or an engineer, among other things, before choosing the life of an artist.

"Some people have a dream, and every turn is onto that road," he said. "With me, it's been the idea that I want to create a life for myself where I can say yes to anything."

# Peer Assistance Network Offers Valuable Help to Arts Organizations

The Jefferson Arts Council sponsors many programs, including those that help students tap their creativity. Photo courtesy of the Jefferson Arts Council.



When an entirely new board took the helm of the Arts and Humanities Alliance of Jefferson County (AHA) it was facing an identity crisis and a poor public image so the directors turned to the West Virginia Division of Culture and History's Peer Assistance Network for help with strategic planning and board development.

"It came at a critical time and has already made a significant difference," said Linda Case, board secretary. "We came out of it with a very doable plan."

The AHA board took advantage of the network's extended mentorship program that provides West Virginia organizations in crisis with an advisor for year-long support. This free service for nonprofit arts organizations helped AHA transition to a new identity as the Jefferson Arts Council, armed with a new mission, a fresh brand and a more stable and promising future.

Advisor Bill Howley helped to guide the arts council through a strategic assessment of its strengths, weaknesses, opportunities and threats. Armed with that assessment, the board developed a two-year plan that included strategies for rebuilding the council's management structure and image, creating an effective fundraising program and maximizing its existing programming and organizational resources. The plan also addressed ways to increase public awareness and create a healthy and productive board culture.

"Bill did just a fantastic job of

guiding us, but letting us feel ownership of the plan," Case said. "He has a very light hand, but he's there when you need him. We could not have done it without him."

The Peer Assistance Network provides highly skilled arts leaders to facilitate nonprofit arts and community organizations in West Virginia in fundraising, board development, program planning, strategic planning, organizational development, and technical assistance. Areas of assistance also include audience development, budgeting, marketing, arts in education projects, diversity and accessibility training, artist cooperatives, computer uses and technical assistance in theater lighting and design.

Organizations that provide arts experiences for their community are eligible for up to two regular advisory sessions per fiscal year. Two organizations can receive extended mentorships in any fiscal year. Nonprofit organizations also may apply on behalf of artists in their community.

The purpose of the program is to increase the stability and capacity of West Virginia arts organizations. By exchanging advice among peers who manage similar programs and projects, the network provides a support structure and communication network for arts organizations, thereby helping to strengthen West Virginia's arts community.

"This program is one of our best

yet most underused service that we offer at the Division of Culture and History," said Arts Director Renée Margocee. "It can make such a difference in communities all across West Virginia, and we want people to take advantage of it."

Funding for this program is provided by the National Endowment for the Arts.

## Peer Assistance Advisors

### Lynn Creamer

Artistic Director, Carnegie Hall, Lewisburg

### Paul J. Flaherty

Production Manager, *Mountain Stage*, Charleston

### Melanie Griffis

Senior Director of Development, College of Fine Arts at Marshall University, Huntington

### Bill Howley

Owner of Bill Howley Research, Chloe

### Margaret Mary Layne

Huntington City Manager

### Mary LeB

Program Manager, Chuck Mathena Center, Princeton

### Tom Pasinetti

Technical Director, Clay Center For Arts & Sciences Of West Virginia, Charleston

### Drew Tanner

Web developer and marketing consultant, Williamstown

### Patrick Wallace

Production Manager, Shepherd University, Shepherdstown

### Jeanne Mozier

Founder, Morgan Arts Council, Berkeley Springs

## Nonprofits Can Seek NEA Grants for Art Creation, Experiences

The National Endowment for the Arts is accepting applications for its 2015 Art Works and Challenge America grant programs that support the creation of art as well as projects that extend arts experiences to underserved populations, among other things.

Any nonprofit 501(c)3 organization or unit of state or local government with at least a three-year programming history is eligible to apply.

Art Works supports the creation of art that meets the highest standards of excellence, public engagement with diverse and excellent art, lifelong learning in the arts, and the strengthening of communities through the arts. Matching grants generally range from \$10,000 to \$100,000. The deadline for applications is July 23, 2015, depending on the artistic discipline and/or type of project for which an organization seeks support.

Challenge America offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations—those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. The deadline for Challenge America is April 16, 2015.

Guidelines and application materials are available online at [arts.gov](http://arts.gov)

**For more information about the Peer Assistance Network or to arrange for an advisor, contact Debbie Haught, community arts coordinator, at 304.558.0240, ext. 714 or by email at [Debbie.R.Haught@wv.gov](mailto:Debbie.R.Haught@wv.gov)**

## West Virginia Division of Culture and History Offers Free Collections-Management Technical Assistance to Nonprofits

Five skilled curators, archivists and collection-management specialists are now available to offer free collections management assistance to nonprofit organizations maintaining archival, art or history collections. The Connecting To Collections (C2C) Peer Assistance Network uses the skills of professionals currently working in the field to provide assessment and guidance on collections care and management.

Nonprofit museums, libraries, archives and historic sites are eligible to apply. Sessions include direct facilitation by the expert peer advisor at your location and culminate in a report to enhance future collections management.

Using a simple application process, eligible applicants can request assistance with books, paper, art, decorative objects, digitization, collection development, archival management, photographs, and works on paper.

Connecting to Collections Peer Advisors are:

- Kathleen Bledsoe, Marshall University Special Collections Librarian (retired)
- Jenine Culligan, Senior Curator, Huntington Museum of Art
- Lori Hostuttler, Digital Projects and Outreach Archivist, West Virginia and Regional History Center, WVU Libraries
- Arif Khan, Mary Price Ratrie Curator of Art, Clay Center for the Arts & Sciences
- Lori Thompson, Archival and Digital Preservation Librarian, Marshall University Special Collections

C2C advisors will join the Peer Assistance Network (PAN), a program established in 1997 to link arts organizations with peer advisors with expertise in such areas as organizational assessment and development, marketing, fundraising, strategic planning and technical assistance in lighting and sound, to name a few. Through special support from Secretary Kay Goodwin, Education and the Arts, the new advisors can now share their skills statewide.

## USArtists International Provides Funding to Performers

USArtists International provides support for American dance, music, and theater ensembles and solo artists who have been invited to perform at significant international festivals and, new this year, performing arts markets anywhere outside the United States and its territories.

The application submission deadline for the final of three grant rounds of the 2015 program is Friday, April 17, for projects taking place between July 1, 2015, and June 30, 2016.

For program guidelines and applications, visit [www.midatlanticarts.org](http://www.midatlanticarts.org)



# WV Commission on the Arts, Division of Culture and History Award \$32,000-plus in Grants to Artists, Arts Organizations

The West Virginia Commission on the Arts and the West Virginia Division of Culture and History have awarded more than \$32,000 in competitive grants to nine artists and five organizations through its Professional Development for Individual Artists and EZ Arts Access grant programs.

The Professional Development for Individual Artists program provides up to \$2,500 for professional and emerging artists to expand or improve their work and up to \$5,000 to art organizations that meet the needs of underserved artists by offering programs that help them expand or improve their work. The EZ Arts Access program provides support for small communities and organizations with small budgets.

The Professional Development grantees are:

- **Pam Dianne Curry, Kanawha County**, \$2,500 to apprentice under Dr. Michael "Mick" Moloney in a musical and cultural heritage study tour of Ireland in May.
- **Virginia L. Danz, Fayette County**, \$2,496 to attend the Intensive Studies Seminar in Taos, New Mexico for a nine-day painting workshop led by four nationally known artists.
- **Mary J. Hurst, Greenbrier County**, \$1,849 to purchase an easel, panels, brushes, backpack



Painting by Mary J. Hurst.

and other equipment for an outdoor painting studio.

- **Laura Linda Mays, Wayne County**, \$1,151 to attend the 2015 Handcrafted Soap & Cosmetic Guild conference in Indianapolis in April.
- **Connie Mae Moeller, Nicholas County**, \$2,187 to attend a Hudson River Valley Art Workshop in May.
- **Daniele Piasecki-Burnette, Berkeley County**, \$2,500 to attend a photography workshop in the Great Smoky Mountains and purchase a tripod.



Photograph by Daniele Piasecki-Burnette.

- **Stephen Talkington, Harrison County**, \$2,390 to purchase a 15-inch planer, a 17-inch band saw and air cleaner.
- **H.G. Young III, Wood County**, \$2,000 to attend two American Choral Directors Association conferences between February and June.
- **Merideth Young, Monroe County**, \$2,449 to purchase various originally designed dies to make jewelry.
- **Allegheny Echoes, Pocahontas County**, \$5,000 to pay instructors salaries and room and board for a week-long workshop set for June 21-26.

The EZ Arts Access grant recipients are:

- **Greenbrier Valley Chorale, Greenbrier County**, \$2,835 to present a spring choral concert featuring county-wide singers at Carnegie Hall in Lewisburg and a second community outreach concert at Greenbrier Manor, a local skilled nursing facility.
- **Theatre de Jeunesse, Wirt County**, \$2,147 to help fund its youth theater production of "Noises Off."
- **Tug Valley Arts Council, Mingo County**, \$2,500 to help fund its spring performance by North Shore Acapella.



North Shore Acapella.

- **Taylor County Arts Council, Taylor County**, \$560 to help fund its Memorial Day Art Exhibit.

The deadline for the next funding cycle for Professional Development and EZ Arts Access is Oct. 1.

Funds for both grant programs are provided by the West Virginia Legislature and the National Endowment for the Arts.

**For more information about these grant programs and others administered by the West Virginia Division of Culture and History, visit [www.wvculture.org/arts](http://www.wvculture.org/arts)**

# How to Write an Effective Mission Statement

## 5 Things to Avoid in a Mission Statement

1. Jargon
2. Stilted language
3. Passive voice
4. A focus on the organization rather than the people you serve
5. Generalities

A compelling and clear mission statement is a beacon that attracts new people and more resources to your cause.

Organizations that have lucid, coherent, and meaningful mission statements tend to be more effective and produce better results than organizations that do not. They help an organization keep its goal firmly in mind and moving toward a mutually desired outcome.

So there's little question they are important, but they can be tricky to write.

Experts suggest that an effective mission statement must be a clear, concise declaration about your nonprofit strategy. It provides framework and purpose. In a couple of short sentences, a mission statement should convey the value of your organization or why it exists. It should inspire and encourage your members, sound completely reasonable and plausible, and be as specific and relevant as possible. It should be simple enough and clear enough that all board members and staff members know it and can repeat it.

Effective mission statements answer four essential questions:

- What do we do?
- How do we do it?
- For whom do we do it?
- What value are we bringing?

To develop the best mission statement, experts recommend getting input from as many people as possible -- the community, your board, staff members, and volunteers. This will result in a better, more comprehensive statement that your members are invested in.

And don't rush the process. Provide time to reflect on the information you gather, to write an initial draft, to allow key participants to read it, and to make changes.

Also, revisit it often. Your mission

statement should not be set in stone. Incorporate the ideas and themes of your statement in how you run your organization, and make necessary changes as your community and its needs change. Tweaking your statement ensures that it parallels the direction of your organization as it responds to that change. It is good to revisit your mission statement on a regular basis to evaluate whether it needs to be revised.

Once it is ready, your mission statement can be a great marketing tool, so share it by posting it everywhere you can. It should be prominently displayed on your website, as well as in brochures and other marketing material.

*The Jefferson Arts Council makes the arts happen for everyone*

*The Clay Center for the Arts and Sciences of WV, Inc. seeks to inspire creativity, learning and wonder through experiences in the arts and sciences for all people of West Virginia and the region.*

*Oglebay Institute is committed to its mission: to foster appreciation, expression, and discovery by engaging people of all ages and abilities through exceptional programming in dance, history, nature, performing and visual arts.*

# Peer Advice on Mission Statements



Your mission statement is the commitment you make to anyone who comes in contact with your organization. Your mission statement should be short enough so that everyone who hears it will remember it, but expansive enough to cover everything you do. It should be concise, but dense.

An example from a small arts organization that provides movement, visual arts and performance education for children and adults: Our mission is to bring out the artist in every person.

## Bill Howley

Bill Howley Research  
Chloe



A mission statement, simply put, is the purpose for which an organization is created. It should be short and concise. I do not believe in combining vision and mission statements. A vision is a bigger "result" if you will, of what an organization wants the future to look like in a particular

aspect of society or in a particular geographic region because of the work it does. For example, a vision might be as simple as "In our town, no one goes hungry." The mission could be "To operate a food bank for the storage and distribution of food to the hungry." The shorter the document, the sweeter!

## Margaret Mary Layne

Former Executive Director of the Huntington Museum of Art  
City Manager - Chief of Staff  
City of Huntington

*The Huntington Museum of Art serves the public as a museum and cultural center, and in the greater community acts as a presence and advocate for the areas of arts, education and nature.*

*The mission of the Wheeling Symphony Society is to serve the community by providing excellent orchestral programs which entertain, educate and enhance the quality of life.*

*Morgan Arts Council, Inc.  
Getting Art Out There.*

## CALENDAR

### APRIL

**April 9-12:** Arrowmont School of Arts and Crafts' Legacy Weekend, Gatlinburg, Tenn.

**April 17-19:** 2015 West Virginia Dance Festival, the Culture Center, State Capitol Complex, Charleston

### MAY

**May 5:** Classes in art, dance, fitness, nature and theater for all ages and skill levels begin at Olgebay Institute, Wheeling

**May 9:** Berkeley Arts Council Plein Air Paint-In and Exhibit in conjunction with Martinsburg Heritage Days Festival, Martinsburg

**May 22-24:** Vandalia Gathering, offering free music, dancing, stories, crafts, food and fun plus

Old-Time activities for Young'uns, State Capitol Complex, Charleston

**May 22-Sept. 12:** Quilts and Wall Hangings Exhibition, Great Hall, Culture Center, State Capitol Complex, Charleston

### JUNE

**June 12-14:** WV Writers Conference, Cedar Lakes Conference Center, Ripley

**June 21-26:** Allegheny Echoes' 19th annual summer workshops, Marlinton

**June 22-26:** Hampshire County Arts Council's Summer Arts Camp 2015, Romney

### JULY

**July 25:** Lewisburg Music Festival, featuring the Steep Canyon Rangers, David Wax Museum, Yarn, Sarah Lee Guthrie & Johnny Irion, Qiet & The Black Mountain Bluegrass Boys

# Arts Day at the Capitol 2015



Above: Executive Director Holly Portillo shares the fabulous work of the Appalachian Children's Chorus. Left: West Virginia wood turner Ervin H. Jones explains his craft. Below: Hundreds of people learned about the impact the arts have in West Virginia during Arts Day at the Capitol.



# West Virginia Division of Culture and History Arts Section

**304.558.0240**



**Renée Margocee** is the Director of Arts for the West Virginia Division of Culture and History and is responsible for administering the division's arts programs, which include arts administration services, as well as state and federal grants for West

Virginia's arts organizations, individual artists, schools and communities.

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**P.J. Dickerscheid** is the Individual Artist Coordinator. She provides technical assistance to artists and artists' organizations, and administers the division's Professional Development for Artists and Artists' Organization grant program. She

also is the editor of the agency's quarterly publication *ArtWorks West Virginia* and its monthly television show *ArtWorks*.

**Pamela.J.Dickerscheid@wv.gov**



**Debbie Haught** is the Community Arts Coordinator. She oversees Arts Partners, Community Arts Project Support, American Masterpieces and EZ Arts Access grant programs. She also manages the Peer Assistance Network and offers training in grant

writing and organizational development across the state.

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**Robin Jones** is the Administrative Secretary for the Arts Section and helps administer, along with the Arts in Education coordinator, its Mini Grant program.

**Robin.L.Jones@wv.gov**



**Barbie Smoot** is the Grants Officer and Budget Manager. She maintains the database and financial records for all grant applications and is responsible for compliance with all state and federal rules, regulations and policies. She also oversees the Training and Travel grant program.

**Barbie.J.Smoot@wv.gov**



**Jim Wolfe** is the Arts in Education coordinator. He administers the Arts in Education, Challenge America, and Mini-Grant programs, and is the state coordinator for Poetry Out Loud, a national recitation contest for high school students.

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*Grants and services of the West Virginia Division of Culture and History and West Virginia Commission on the Arts are made possible in part by a partnership with the National Endowment for the Arts and the West Virginia State Legislature.*





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Charleston, WV 25305-0300

Nonprofit Organization  
U.S. Postage  
PAID  
Permit No. 2868  
Charleston, W.Va. 25301

# THANK YOU

Funding for *ArtWorks West Virginia* is provided by the:

**National Endowment for the Arts**

**West Virginia Legislature**

**West Virginia Commission on the Arts**

**Susan Landis**, Chair, Daniels

**Carol Templeton**, Vice-Chair, Milton

**Elaine D'Alessandri**, Morgantown

**Max Armentrout**, Elkins

**Susan Hogan**, Wheeling

**DeEtta King Hunter**, Lewisburg

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**Renée Margocee**, Charleston\*

**Selina Midkiff**, Charleston

**Dr. Bernie Schultz**, Morgantown

**John Strickland**, Charleston

**Rosa Lee Vitez-Hall**, Huntington

**Penny Watkins**, Huntington

**Sam Winans**, Parkersburg

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