



Because of our commitment to transparency this document will be posted to our website

October 21, 2011

To our Valued Members:

The Board of Directors, Gallery Committee and staff feel honored to have such engaged, passionate members. Your input is valued and we want you to know we are listening.

Please allow us to clear up some misconceptions about the Hundred Valleys show: why the name was an issue; the consistent challenges faced because of it; how the decision to change the name came about; and finally, why the dates of the show were adjusted.

In 2007 the (then) UVAA Hallie Brown Ford Gallery Committee (Gallery Committee), which included J.Lynn Peterson, was inspired by what other organizations were doing. Juried art shows were becoming commonplace and seen as a way to invigorate and engage artists. Our Gallery Committee led the way in initiating an annual juried show which would be supported by entry fees. These fees allowed for a professional artist to jury the work as well as fund cash awards for artists. This effort produced what was originally known as "Hundred Valleys Competition" and was proof of a dynamic, forward-thinking committee, with growth in mind.

Because of the quality of work submitted the show has been a success and has become one of our premier exhibits, but change has been a factor since the beginning.

The show began its first year with a call to artists in Oregon. Later, seeing its potential the (then) Gallery Committee opened the show to artists across the region.

The first jury process entailed physical works being hand-delivered, or submitted by slide - both a cumbersome but necessary process at that time.

As technology became available, the next committee saw the need for change and the challenging adjustment to jury images by CDs was born. This came with some resistance; many did not understand even a simple email at that time. Two classes were held by photographers at the Arts Center in order to educate and calm the frustrations of many.

Change has been on-going. This year our website has become an instrument of communication as well as a tool. For the first time artists can submit completely on line. This too has come with success and frustration; changes are already underway to ease future transition.

Along with the need for change in process, the need for a name change was evident from the inception.

Historically the title "Hundred Valleys Competition" has created confusion for many artists. At the onset, artists began submitting works with valley themes. Questions in this regard have been ongoing. Is the show theme based? Is it open to only those in the Umpqua area? Is it open to landscapes only?

Even with "NO THEME" added to the front of the prospectus in the second year, and to the eligibility requirements, confusion has remained; artists continue to be conflicted as to whether or not to submit work – that is, whether or not their work will “fit” - because of the title.

The title for the 2011 exhibit and call to artists is “Umpqua Valley Arts Association presents, the 5<sup>th</sup> Annual Hundred Valleys NW Juried Art Show and Competition.” This name change was made in 2010 in an effort to encapsulate the purpose, and represent the call – which is open to regional artists working in nearly all media and themes.

Time has been the test; the committee has been unable to resolve the confusion.

The present Gallery Committee met in August to review the 2011 gallery year. In planning for 2012, a lengthy discussion took place about the name “Umpqua Valley Arts Association presents, the 5<sup>th</sup> Annual Hundred Valleys NW Juried Art Show and Competition.” At that time, based on the information outlined above, Gallery Committee members collectively determined that changing the name of the show was in the best interest of its future growth.

Countless names were discussed and it was only after several weeks of research that the committee landed on "Umpqua Valley Arts Association presents, ArtWorks NW 2012." This will be in partnership and hang simultaneously with the now "Best Photo" which will become "PhotoWorks NW 2012."

Next, we would like to address the timing issue.

With the Board's approval, and in light of its resounding success, the Gallery Committee agreed to make the Umpqua Plein Air paint out an annual event. This requires alterations to our annual calendar.

UVAA must balance its resources; we must balance the staff and volunteer time needed to execute successful events throughout the year. Since the Plein Air event is weather dependent, and labor intensive, it was a logical choice to move it to September - further from the highly demanding Summer Arts Festival. This drove the date revision. It was also decided that "Hundred Valleys" would be best showcased during our Summer Arts Festival. This change will further promote what is considered the Arts Center's premier gallery show during the time of highest exposure. At the same time this change will allow the Arts Center volunteers and staff to rest, regroup and host the labor intensive Umpqua Plein Air. It is the intent of the Galley Committee to support this calendar change into the future.

We hope you can see that change is ongoing and the programs of the Arts Center must have a degree of flexibility to accommodate this reality. From our official inception, exactly 40 years ago, UVAA has had to embrace change to remain relevant. We acknowledge that change does not come without growing pains.

Please rest assured and be confident that UVAA's Executive Director, Kathy Henderson, has met with J.Lynn Peterson. After a lengthy and thoughtful discussion it became evident that J.Lynn's beliefs were too complex for Kathy and J.Lynn to resolve. At that time J.Lynn was encouraged to communicate with the Board of Directors. It was J.Lynn's preference to submit her concerns in written form, which included a list of UVAA members that supported her.

At their October meeting the Board reviewed J.Lynn's letter, along with the list of names, and after much discussion they agreed in their support of the Gallery Committee's decision-making authority.

It is the work of the Gallery Committee to set the gallery calendar and its happenings. The Board feels strongly that the work of the committee is of great quality, importance and integrity. Discussion about a name/date

change happened through official channels of this organization, and by a full committee whose work it is to make these decisions.

All committees are made up of member volunteers and set in place to help the association as a whole grow into the future. Any member of this association is welcome to apply to participate at the committee leadership level. Each year there are changes in the makeup of the board and committees - the organization is governed and shaped by the leaders of the moment.

Thank you sincerely to J. Lynn Petersen who has graciously set aside resources to fund an award of \$200 for this exhibit, in perpetuity. We are aware of and want to acknowledge the generosity this represents which we know comes from the heart and reflects J.Lynn's long dedication to UVAA and its programs. This award will continue as long as the funding continues, and will be an additional honorary award given along with the first, second and third place awards. As it has been since its inception in 2008, this award will be titled the "J. Lynn Peterson - Hundred Valleys Award".

With the full support of the Board of Directors, the UVAA Hallie Brown Ford Gallery Committee believes in and stands by its decision to modify the date and transform the exhibit titles.

Respectfully,

Your UVAA Gallery Committee:

Phil Bates  
Vinita Pappas

Renee Couture  
Paul Zegers

Georgia French

Your UVAA Board of Directors:

President - Craig Jackson  
Treasurer - Richard Worthey  
Shannon Connolly  
Sam Likens  
Frank Rusch

Vice President - Paul Zegers  
Past President - John Crouch  
Susan Davis  
Betti Manfre  
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Secretary - Doug Holloway  
Melanie Bartlett  
Nancy Lehrbach  
Jhana McCullum  
Sid Toleno

Your UVAA Staff:

Kathy Henderson, UVAA Executive Director  
Aleta McGee, UVAA Gallery Manager