



NAIA Mission Statement:

The mission of the NAIA is to strengthen, improve and promote the artistic, professional and economic success of artists who exhibit in art shows. We are committed to integrity, creativity, and the pursuit of excellence as we advocate for the highest ideals and practices within all aspects of the art show

June 10, 2007

Dear Show Directors:

In 1995, the National Association of Independent Artists (NAIA) was founded by a group of dedicated artists who believed it was time for artists to join together and speak with a collective voice to represent the interests of artists who exhibit their work in art and craft shows. Today, it is a non-profit organization of 500+ members that has developed into an association for support, education and information sharing among artists and shows, as well as to develop a means for communicating needs and concerns to one another. In addition to artist members, more than 70 art shows have also joined NAIA as contributing members in recognition of the work that we do.

Recently, the NAIA compiled a list of advocacy positions that were developed as the result of more than 10 years of listening to the concerns of artists around the country. These advocacies are ones that artists feel are vital to creating a show environment that is equitable to artists, yet also improves the show's ability to support both artists and the show's goals. The complete list of advocacies and supporting position papers were compiled into the enclosed booklet, "The Artists' Perspective: Connecting Artists and Shows", that is also available on the NAIA website at www.naia-artists.org/work/naia_advocacies.htm.

The NAIA is sending this booklet to art shows across the country as a service to both shows and artists. The booklet has been organized into advocacies that address applications, operations and procedures that can be used as a "roadmap" to assist shows in clearly identifying issues that artists who apply to or participate in your show will support. We feel that the guidance in this booklet answers many questions shows may have about particular issues that are important to artists.

So what do we ask you to do with the materials in this package?

1. First, please read through the booklet.
2. Then, mark on the enclosed self-evaluation form those advocacies that your show has already instituted, those which you may be working on, as well as those which your show has not instituted. Please feel free to include brief explanatory or clarifying comments, and share some information about what you feel makes your show unique among art shows. (This form is also available online to make it simple to respond on your computer. Click on the "NAIA Advocacies" link on the left side of the NAIA home page (www.naia-artists.org), followed by the "NAIA Advocacy Response Questionnaire" link on that page.)
3. Send your responses to NAIA. If you use the paper form, please return it to the address on the form. If you are responding online, your responses will automatically be transmitted to NAIA.
4. Keep the booklet handy for continuing reference as you plan, conduct and evaluate your show. We invite you to contact any of the NAIA's advocacy committee members at the bottom of this letter with questions you may have about the advocacies, or to talk over any particular matters surrounding your show.

What will NAIA do with your responses to the self-evaluation form?

Ardath Prendergast

Executive Director

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The collective
voice for art
show artists

The responses that you provide will be added to an open web page located at <http://www.formdesk.com/nationalassociationofindependence/NAIA-AdvocacyResponses/?results> where the responses from all shows will be made available for artists to see. Feel free to visit that page now to see what the responses look like. As shows begin to enter their responses and the page goes "live", we will add a direct link to it from the NAIA home page. By clicking on your show's listing, artists will see your responses exactly as you entered them. The NAIA will not edit your responses**. Your responses are not designed to be used as a rating system; nor are they about artist sales at your show. Rather, this is designed to be a service to artists so that they can view this information about all shows in one handy location.

Further, we encourage you to keep your responses to this self-evaluation form updated as your show may change its policies and practices. As your show makes changes, you may contact us with your changes and we will update your information on the web page. Alternatively, if you entered your responses through the online process, you may access your response form by following the links described above in Step 2, and use the password that you created to update your information at any time. The new responses will be instantly uploaded to the web page. This will insure that artists receive current information, rather than outdated misinformation.

Thank you for your time, and your responses. Your willingness to communicate this important information to artists is sincerely appreciated. Since you will have the opportunity to update responses on an ongoing basis, we urge you to return your self-evaluation now, even if you may be in the process of altering your show in ways that may affect your responses. Don't forget: you can change your responses as needed.

Please feel free to contact us.

Sincerely,

The NAIA Advocacy Committee

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** Please note that the NAIA will not edit your responses to the self-evaluation form. However, if it is learned that a response to a particular advocacy is inaccurate (e.g., a show responds that it has a refund policy, and it is later discovered not to be true), NAIA reserves the right to make a notation about the difference of experience.