

# Editorial COMMENTARY

by Tom Starland, Editor and Publisher

## Super Cam

Our cover this month features a work by Curt Butler of Charlotte, NC, entitled *Superman*, of Cam Newton, the quarterback of the Carolina Panthers and the 2015 MVP of the NFL. That means he was the most valuable player in the entire National Football League.

The work is currently at Providence Gallery ([www.providencegallery.net](http://www.providencegallery.net)), located near the back of the shopping center where The Manor Theatre is located in the Myers Park section of Charlotte. But if you like this work and think you would like to own it - act fast - buyers are already lining up. When the work sells a part of the proceeds will be donated to the Cam Newton Foundation.

What would really be a win-win situation is if someone - a big fan of the Panthers or Cam, would purchase this work and donate it to the Cam Newton Foundation and then they could auction it off to the highest bidder.

Of course I think Von Miller (of the Denver Broncos) the MVP of the 50th Superbowl should take some of his extra money from winning the game and buy this work and donate it to the Cam Newton Foundation. After all - Cam made him a superstar, as it takes the best to beat the best! And Newton is after all - Super Cam.

Curt Butler is a pretty super painter too!

## What Artists Need

In this issue, on Page 22, we have an article about a new marketing service that is being offered to Upstate and WNC photographers. It's not an article about an exhibit taking place in the Carolinas, which is the main focus of *Carolina Arts*, but it's about a service a lot of artists need to read. A few

photographer friends come to mind, but I'm talking about all artists.

Over the years I've known quite a few talented artists who just don't seem to get over the hump of success. And when I say success, I mean making a living doing their art. At the same time, there are artists, who may have lesser talents, but excel at marketing their art and are very successful at selling their art.

The sad truth is - some artists just don't have a clue about marketing themselves or their art and some do. Some think it's demeaning and they just don't want to be bothered with all that it takes to market themselves or their art - which are not the same thing.

For most, I assume the biggest problems are that they can't afford to pay someone else to market them or their art, don't have time and money to learn how to do it themselves, or just don't think it will make a difference. It's like the chicken and the egg question - which should come first? Try selling your art until you make enough money to hire a professional or hire a professional to make you a success.

I wish I knew the answer, but I don't know what the right balance is, but I know it's better to market yourself than just sitting there waiting to be discovered as the next - well you fill in the artist's name you want to be compared to.

I know this, all art schools, colleges and universities that offer degrees in art should also instruct their students in marketing and running a small business, as that's what you'll need to know to make a living as an artist. You're going to have to have talent too - although some have proven that might not be so necessary, but it helps.

There is so much people don't seem to learn on their paths to becoming an artists that I guess it's the reason many don't.

## Folly Beach Arts & Crafts Guild

# Tides of March

March 12<sup>th</sup> & 13<sup>th</sup>

## Folly River Park & Community Center





## Folly Beach South Carolina

**Saturday, March 12<sup>th</sup> - 10 am to 4 pm**

**Sunday, March 13<sup>th</sup> - 1 pm to 5 pm**

**Fun for the Whole Family • Admission is Free!**

### Arts & Crafts Show & Competition

Original handmade works of art for sale and show including:  
 Fine Art • Photography • Glass • Kid's Art Corner • Jewelry  
 Wood Works • Textiles • Beach Art • Upcycled & Recycled Art  
 Hoops on the Lawn • Face Painting

**Live Entertainment in the Pavilion Saturday & Sunday!**

Brought to you by the Folly Beach Arts & Crafts Guild  
 with special thanks to the City of Folly Beach  
 For more information visit us on: [follybeacharts.com](http://follybeacharts.com) or [facebook.com/follybeacharts](https://facebook.com/follybeacharts)

## Ted Ellis



*Fishin' In The Creek*

Acrylic

18 x 24 inches

  
**THE SYLVAN GALLERY**  
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