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**AOTM Monthly Newsletters**

As you probably know, the AOTM monthly Newsletter is usually produced in the second half of each month and is displayed on the AOTM Website. It is the best way of members keeping in touch with what is going on and who to contact if you need any extra information. Recently, we have also been asked to send the Newsletter to members by email, just to remind them that the new edition is ready, in case they haven't checked the website. If you have any items that you wish to pass on to other members via the Newsletter, then please forward them to the Membership Secretary by the end of the first week of each month.

**What is AOTM?**

This may sound like a strange question to ask, but this short article is just a quick reminder of who we are and what we do. In essence, AOTM is a collective of high quality artists and craft-makers in Lincolnshire. AOTM is run by teams of dedicated volunteer members, both centrally (by the AOTM Steering Group) and within the five Cluster Group areas (by the Cluster Group Co-ordinators). However, all AOTM members are encouraged to help the organisation to run smoothly by offering their help, whenever possible, particularly to their own Cluster Group Co-ordinators.

There are numerous art organisations in Lincolnshire, but AOTM is unique because of the following:

- a. We have a modern AOTM website, where each member has their own page where they can display up to five images of their work as well as their own text information.
- b. We produce an annual AOTM Brochure, with a short profile about each member, together with a map of Lincolnshire showing where members can be found.
- c. We hold AOTM Open Studio weekends at set times during the year, where members of the public are encouraged to visit the artists and craft-makers.

In addition, when possible, we hold other events during the year in Lincolnshire. Those events include local AOTM exhibitions and workshops, but those events do rely on local members coming forward to organise them. Currently, we are about half-way through the AOTM Summer Open Studio weekends, but from the feedback received so far the visitor numbers appear to be lower than normal, which may be due to the economic climate or other factors.

## Future AOTM Plans

The Steering Group have recently employed a Marketing Adviser, to find better ways of promoting AOTM, and the Open Studio weekends in particular, and we will update you with that progress in future AOTM Newsletters. AOTM has also recently joined the Lincolnshire Co-operative Development Agency (LCDA), as AOTM is a Social Enterprise. Angela Porter (from LCDA) is acting as our mentor to help us to develop an AOTM Business Plan, and to help us to look ahead to improve AOTM over the next few years. Once again, we will share that progress in future Newsletters. Finally, we are also in the early stages of looking at how we can promote AOTM both within Lincolnshire and nationally. We will also let you know how that develops.

## Steering Group Members

Sadly, we have had some more changes to the members of the AOTM Steering Group in the last few months and we wish to place on record our sincere thanks to Jill Tattersall, John Lincoln and Alex Burnett, who have now left us. On the brighter side, we now welcome Julia Law and Marianne Nixey to the Steering Group. As a reminder, the current Steering Group members are:

Chairman:	Bob Oakes	<a href="mailto:boboakes@teachblacksmithing.com">boboakes@teachblacksmithing.com</a>
Treasurer:	Michael Cowie	<a href="mailto:michaelcowie@yahoo.co.uk">michaelcowie@yahoo.co.uk</a>
Secretary:	Julia Law	<a href="mailto:julia.law@ntlworld.com">julia.law@ntlworld.com</a>
Membership Secretary:	Peter Montgomery	<a href="mailto:peter.montgomery@tesco.net">peter.montgomery@tesco.net</a>
	Steve Leaning	<a href="mailto:steve@theendroom.co.uk">steve@theendroom.co.uk</a>
	Lind Anso	<a href="mailto:ansoart@btinternet.com">ansoart@btinternet.com</a>
	Norman Rossiter	<a href="mailto:norman@normanrossiter.com">norman@normanrossiter.com</a>
	James Sutton	<a href="mailto:suttonstone@hotmail.com">suttonstone@hotmail.com</a>
	Marianne Nixey	<a href="mailto:Marianne.nixey@ntlworld.com">Marianne.nixey@ntlworld.com</a>

## Cluster Group Co-ordinators

Key members of the AOTM organisation are the Cluster Group Co-ordinators in the five AOTM areas. These are the primary contacts for all AOTM members, as they help to share the workload of the Steering Group, but at a local level. They also have the important tasks of being the focal points, in your individual areas, for such things as the collection point for the annual AOTM brochures, co-ordinating the best time for AOTM Open Studios in your area, co-ordinating local exhibitions or events, etc. Please offer them all the support that you can to help AOTM run smoothly.

Elaine O'Donnell is now standing down as one of the Wolds and Coast Cluster Group Co-ordinators, and we thank her for her help over the last year. However, Lynn Baker has kindly offered to take Elaine's place and we thank her sincerely for that offer and welcome her on board.

The Cluster Group Co-ordinators have copies of the new AOTM 2009 – 2010 Brochure, ready for distribution in your areas. If you don't have copies of the new brochure already, then please contact them and help to get the brochures widely distributed. One hot tip, from our Marketing Adviser, is to place brochures in local hotels and guest-houses, to encourage their guests to visit the AOTM Open Studios in your area.

### Lincoln Cluster co-ordinators:

Kevin Wallhead	<a href="mailto:kevin.wallhead@ntlworld.com">kevin.wallhead@ntlworld.com</a>	01522 821567
Norah Ranshaw	<a href="mailto:norah_ranshaw@hotmail.com">norah_ranshaw@hotmail.com</a>	01522 793097

### **West Lindsey Cluster co-ordinators:**

Peter Montgomery	<a href="mailto:petermontgomery@tesco.net">petermontgomery@tesco.net</a>	01673 861556
Bob Oakes	<a href="mailto:boboakes@teachblacksmithing.com">boboakes@teachblacksmithing.com</a>	01673 866700

### **The Vales Cluster co-ordinators:**

Haidee- Jo Summers	<a href="mailto:thedrawingroomgallery@gmail.com">thedrawingroomgallery@gmail.com</a>	01400 231405
Lynn Lovitt & Jana Siebers	<a href="mailto:lynnlovitt@hotmail.com">lynnlovitt@hotmail.com</a>	01526 830125

### **The Fens Cluster co-ordinators:**

John Gray & Helen Webber	<a href="mailto:jjohnhelen@ic24.net">jjohnhelen@ic24.net</a>	01775 680683
Lind Anso	<a href="mailto:ansoart@btinternet.com">ansoart@btinternet.com</a>	01205 355958

### **The Wolds Cluster co-ordinators:**

Bob Armstrong	<a href="mailto:annbobarmstrong@uwclub.net">annbobarmstrong@uwclub.net</a>	01507 603586
Lynn Baker	<a href="mailto:lynn.baker@btinternet.com">lynn.baker@btinternet.com</a>	07747 663906

### **AOTM Open Studio dates for Summer / Autumn 2009:**

West Lindsey	25 & 26 July 01 & 02 August	The Vales	08 & 09 August 19 & 20 September
Wolds and Coast	15 & 16 August 05 & 06 September	Lincoln	05 & 06 September 12 & 13 September
The Fens	12 & 13 September 19 & 20 September		

### **AOTM Website**

It seems hard to believe that it was only this time last year that we were wondering how we could replace the awful AOTM website that we had at that time. It is also difficult to believe that the new AOTM website that we now have only came on-line four months ago!

It is encouraging to hear that we have had extremely good feedback so far, both from AOTM members and also from the public. We are still doing some "fine-tuning" to the website and there should soon be an extra page for "AOTM Members Only", which will include copies of:

- a. The AOTM Constitution and AOTM Open Studio Questionnaires.
- b. AOTM SG Reports.
- c. Minutes of AOTM Steering Group Meetings.
- d. AOTM Visitors Mailing List.

We are also looking at options for earning a modest income for AOTM, from the website, and we will let you know more about that soon. Finally, we have just heard some good news from one of the visitors to the recent Open Studios in the Wolds & Coast area. After they had bought a painting, the visitor was asked how they knew about the AOTM Open Studio. Much to the surprise of the artist, he found that it was through the AOTM website and not his own well established website!