

California Society of Printmakers



Handbook

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Last Updated August 2020

Mission & Objectives

Our mission is to support both the integrity of traditional printmaking and provide a community for artists exploring new directions in contemporary print methods.

The CSP provides support for its members and serves the greater community by:

- Sponsoring print exhibitions on a local, national and international level.
- Arranging educational activities for the public and technical workshop for members.
- Hosting a Member directory on the CSP web page, with web-links to personal websites.
- Offering sponsored printmaking residency opportunities for members.
- Publishing an annual professional journal: *The California Printmaker*.
- Offering members and the public the opportunity to collect artworks at a modest rate.
- Maintaining an archive of fine art prints and print-related matter.

CSP General Information

MAILING ADDRESS

California Society of Printmakers
P.O. Box 194202
San Francisco, CA 94119-4202

BANK ACCOUNT

Wells Fargo
Business Checking
Business Rate Savings Account

Whenever a new treasurer comes on board, get a new Visa debit/credit card, new address for checking and savings account statements, new name as the "in care of" on account. This requires in person visit at any Wells Fargo branch with both a current person on the account and the new person

Current names and cardholders: Nanette Wylde and Maryly Snow
It is wise to always have two people on the account in case one becomes unavailable.

HISTORIC ARCHIVE

Bancroft Library at UC Berkeley
Last known contact is Laurel Lasselben, email llasselb@library.berkeley.edu

ALL CSP paperwork and records should be gathered by the CSP Historian, organized for delivery every 3 years, unless special arrangements are made.

The archives and records of CSP need to be requested 3-5 days in advance via the Oski catalog (Oskicat) <http://www.lib.berkeley.edu/node> as the cartons are stored off-site at Northern Regional Library Facility (NRLF). Only 5 cartons may be requested at a time.

Last deliveries to the archive made in 2019

GOOGLE DRIVE

cspboardofdirectors@gmail.com

President has recovery and full access
Board listserv archived at this email

INSURANCE

If necessary, venue insurance covering up to \$1,000,000 can be purchased from even-thelper.com or theeventhelper.com

INTERNET CONFERENCING SOFTWARE

We have an annual contract to use Zoom.
One person sets up a meeting and invites the others.
meetings@caprintmakers.org
CSPmeetings2020!

LARGE STORAGE

City Storage, managed by Storage Pro
4044 Adeline Street
Emeryville, CA 94608
510-295-4100

Access Hours: M-Sat 8am-5:45 pm. Su 10am-4:45 pm
Office Hours: Closed 1:30-2:00 pm daily
Facility closed on major holidays

Unit # 2159
Lock combination: 1-9-1-3
You must sign in: authorized CSP members are Helene Coté, Peter Baczek, Gustavo Mora, and Maryly Snow.
5'x7' locker

Monthly fee via autopay using CSP's debit card.
Update for each new CSP Treasurer by contacting City Storage with the new card information.

There is a trick to getting the unit locked. On the side where the lock is, are 2 pencil marks showing where the opening is for the door slider. To get the slider to line up in between the top and bottom line, step on the handle of the roll up door. This will pull the door down just a bit more so the slider slides in. Lock the door with the combo lock.

LISTSERV

Simplelist.com
Unlimited data. Paid annually. Not on auto renewal.
membership and treasurer emails to login
For the Board email board_members@caprintmakers.simplelists.com
For members email members@caprintmakers.simplelists.com

To access the Simplelists archives:
Archives for Board List
http://caprintmakers.simplelists.com/board_members

password: cspboard

Archives for entire Members List
<http://caprintmakers.simplelists.com/members>
password: cspmmember

PAYPAL

treasurer@caprintmakers.org
linked to bank account and card
Monthly statements are good reference for membership and other payments

POST OFFICE BOX LOCATION & RENEWAL

Rincon Station
180 Steuart St. [Between Howard and Mission]
San Francisco, CA 94105
415 896-0762
Hours: Mon-Fri 7 am - 6 pm, Sat 9 am - 2 pm

PO Box 194202
caprintmakers
Treasurer email

Go to USPS -> Track & Manage -> Renew Boxes
Payment is by annual automatic renewal each August.
Renewal notice goes to treasurer email
With each new treasurer, update the credit card.
To get additional keys made, a letter on CSP letterhead must be presented to the Rincon Station post office with the current "owner's" contact information.
Current keys held by Nanette Wylde and Maryly Snow.

PUBLICATIONS

ISBNs/ISSNs. As of June 2015, CSP owns 7 additional ISBNs/ISSNs (International Standard Book Number/International Standard Serial Number) and no additional barcodes. To claim a pre-paid ISBN/ISSN or to buy a barcode or two, go to www.myidentifiers.com, managed by Bowker. login with "maryly@snowstudios.com" and csp1913. Maryly can add other names and email addresses to this account. Or all customer support at 877-310-7333. Call to change my name and email.

Library of Congress CIP or cataloging in publication probably does not apply to CSP as we don't have, as yet, a substantial enough publication record with library purchases. In the meantime, we apply for a PCN (Preassigned control number) by acquiring the ISBN first, then contacting the PCN Publisher Liaison. In 2012 it was Mr. Servon Gatewood, 202-707-4364, or sgate@loc.gov.

SOCIAL MEDIA ACCOUNTS

Facebook <https://www.facebook.com/caprintmakers/>
Instagram <https://www.instagram.com/californiasocietyofprintmakers/>
LinkedIn [linkedin.com/company/californiasocietyofprintmakers](https://www.linkedin.com/company/californiasocietyofprintmakers)
#californiasocietyofprintmakers

SOCIAL MEDIA SOFTWARE

later.com
socialmedia@caprintmakers.org
good2printandpost
CA Society of Printmakers
paid annually, non-profit discount of 50%, treasurer email for payment

SUBMITTABLE

This is the software we use for portfolio review, exhibitions, residency applications and honorary board member nominations.
We pay a nonprofit discounted monthly rate.
Submittable takes 7% of income.
Both are direct deposit/payment via CSP's bank account.
Invoices are meant to be emailed to treasurer.

SURVEYMONKEY

caprintmakers
Treasurer email

TAXES

CSP IS A NON-PROFIT 501(c)3 EDUCATIONAL ORGANIZATION.

ID C1591281
FEIN 94-3041475

Incorporation Date: 6/30/1987
Type: Domestic Nonprofit
Charitable Registration Number 069120
Date Issued 12/31/1990

Non-profit reporting. Print and Post
Requires 2 Forms RRF-1 and CT-TR-1, plus itemized expenses

Federal Tax online Form 990-N

State Tax online Form 199N e-Postcard

CA.GOV FTB individual account to file this

CSP is a federal non-profit 501(c)3 organization. We were granted that status in 1987 after several prior failed attempts. We had to prove to the Internal Revenue Service that we were a bona fide non-profit educational organization. We qualify under item b (language is from the U.S. Post Office:

ar1.2.4 Educational

An educational organization is a nonprofit organization whose primary purpose is the instruction or training of individuals for improving or developing their capabilities or the instruction of the public on subjects beneficial to the community. An organization may be educational even though it advocates a particular position or viewpoint, as long as it presents a sufficiently full and fair exposition of the pertinent facts to permit the formation of an independent opinion or conclusion. Conversely, an organization is not considered educational if its principal function is the mere presentation of unsupported opinion. These are examples of educational organizations:

An organization (e.g., a primary or secondary school, a college, or a professional or trade school) that has a regularly scheduled curriculum, a regular faculty, and a regularly enrolled body of students in attendance at a place where educational activities are regularly carried on.

An organization whose activities consist of presenting public discussion groups, forums, panels, lectures, or similar programs, including on radio or television.

An organization that presents a course of instruction by correspondence or through the use of television or radio.

Museums, zoos, planetariums, symphony orchestras, and similar organizations.

Non profit filing requires two forms, plus a list of itemized expenses as of 2019

Thus it is helpful if all receipts are notated as to their purpose and submitted to the treasurer in a timely manner.

CALIFORNIA CORPORATE ID: C1591281.

File annually with the California Secretary of State Business Programs Division, Form SI-100, Statement of Information. See http://bpd.cdn.sos.ca.gov/corp/pdf/so/corp_so100.pdf

WEBSITE & ISP

Dreamhost, Internet Service Provider (ISP)
treasurer and website emails to login

Dreamhost is where we set up email forwarding accounts.

caprintmakers.org is primary domain

Additional Domains:

These were purchased to help insure control of CSP's brand.

caprintmakers.com

CaliforniaSocietyofPrintmakers.org

CaliforniaSocietyofPrintmakers.com

These all refresh to the main domain

The website is a wordpress site using one annually paid plugin.

The website runs on two domains:

caprintmakers.org and artists.caprintmakers.org

This is done to keep the portfolio accounts separate from the main site.

There are style guidelines for posting to the blog. See Best Practices. Please follow.

Nanette Wylde set up this account and has most recent access via treasurer email.

BEST PRACTICES

CSP BRANDING

It is important to maintain CSP's visual brand.

This means to use the logo only as designed. Do not truncate or alter in any manner except to scale proportionally.

When using the logo on printed materials the preferred file is an eps, ai, png, gif or pdf. If a raster file must be used for print media it should be a high quality 300ppi, jpeg, psd, or tiff.

Logo files are found in the Board's Google drive.

EMAIL

The Board's group email missives which go through the listserv are also sent to the board's gmail address. This creates an additional archive for historical purposes.

The Board's gmail address is: cspboardofdirectors@gmail.com

For security purposes the password for this account is best changed at least yearly.

Currently this is an unpublished address and no one is reading the email sent to this account, which should contain mail only from the board's listserv.

Whenever possible official CSP email addresses should be used for CSP accounts so that if a board member managing an account becomes unavailable, the account will be accessible via the CSP email address. CSP email addresses are created and managed via the ISP, Dreamhost.

GOOGLE DRIVE

CSP's documents are now stored in google drive. This began in 2018.

It is beneficial to the smooth running of CSP if the drive is kept tidy and organized in a meaningful and accessible manner.

All important documents should be stored in the drive for future access. This includes non-profit paperwork, tax filings, bank statements, invoices and receipts when digital, meeting minutes, historical documents and notes.

Board members with access to the drive are best if mindful of not deleting or overwriting stored documents; and not inputting their private files.

Certain files will be found in the shared folder. These include current financial spreadsheets and the member database. This is because these files need to be writable only by the persons managing them for each term.

Named board members have edit access to their project folders. All folders are accessible to all board members to view, copy and download via sharing at the View level.

NEWSLETTER

MailChimp: newsletter@caprintmakers.org

A primary communication method from the board to CSP's open audience. Focus on organizational news, not necessarily member news. It is wise to publish in a regular and professional manner. Include the artwork of about seven current members each newsletter. Keep track of who has been represented in the newsletter so that representation can be spread throughout the membership.

Member images downloaded from Submittable may be used in the newsletter. Portfolio images require permission to use.

CSP Newsletter Style Guide

Abbreviations

Please spell out state names: California, not CA

Dates

Please spell out months and do not repeat them if a span of time is within the same month.

Example:

Correct: January 5–13, 2020

Incorrect: January 5, 2020 – January 13, 2020

Incorrect: Jan 5, 2020 – Jan 13, 2020

Use an en dash and not a hyphen: en dash –, hyphen -

Body Text: font: Arial, 12px, #000000, Left align

Headline font: Arial, 16px, bold

Layered Headline fonts: 14px, 16px, 15px

Boxed text

Background color: 235,235,235 or #ebebeb

No border

Image Card: image size: full width 600px, half width 300px

Background color: 235,235,235 or #ebebeb

No Borders,

Font 11px, #000000, Center align

horizontal rule: above new articles, but not images

Links: check that they work

Open in a new window

Color: #009900

Images in text box may need to be resized down. This seems to be variable between 260 - 300px.

Image credits in text box size to 10px.

Definition boxed text:

Font: courier new, 11px, #000

Line height: normal, align left

Container background: #ffffde4, border solid 1px

All grays: 235,235,235 or #ebebeb

PORTFOLIO REVIEW

this is from the website and not necessarily guidelines for best practices

Application Process for Artist and Student Membership

Membership in the CSP is open to artists from anywhere in the world who create hand-pulled prints. This includes artists who use traditional printmaking techniques such as intaglio, lithography, relief processes, and screen printing. It also includes artists who make hybrid prints, artist's books, and use monotype processes, as long as some hand printmaking is involved. Artists who use solely photographic or digital methods are not eligible for artist membership.

Artist and Student Members are juried into the organization by current and past members of the CSP Board of Directors. Portfolio Reviews for membership are held twice a year with application deadlines on June 1 and December 1.

An application for Artist or Student membership requires the following.

- 10 images of recent work (within last 3 years)
- Artist Bio (1 page maximum)
- Artist Statement (1 page maximum)
- \$35 application fee (non-refundable)

Portfolio Requirements:

We recommend that you submit a cohesive body of similar work that demonstrates your personal vision, rather than a sampling of unrelated works.

Book artists should submit three books produced in the past three years. It is recommended that each book project has a minimum of three images submitted for review. Books must include at least one original print that meets the hand-pulled print criteria stated above.

Review Criteria:

In reviewing your work, we will look at the following factors:

- Whether work demonstrates a professional level of proficiency in the medium submitted
- Whether work as a whole shows a consistent, well developed artistic vision

Applicants will be notified within 30 days of the portfolio review deadline. The \$35 application fee is non-refundable. There is no limit to the number of times an artist may apply for membership. To begin the application process, please click on the submit button below.

WEBSITE

Style Guidelines are posted in the CSP website. It is important that posting style be followed and the website kept current to maintain CSP's brand.

Member portfolio icons should be of artwork and not of artists themselves.

Website Style Guidelines for Current Events (blog)

The Post Title

Use both upper and lower case characters in the post's title. All caps shout and are difficult to read.

Make the title short, yet meaningful. It is also displayed in the sidebar.

CSP or California Society of Printmakers is not needed in the title.

Dates are not needed in the title.

Images

Please size any images before uploading to a maximum of 1000 pixels wide.

Please attribute and title each image meaningfully upon upload. This can be done in the Media Library at any time.

If images are uploaded, but not actually used in the post, please delete them from the Media Library.

Please DO NOT use the CSP logo as an image in the post. This is overkill and diminishes the brand and aesthetic of the website. It is fine to post without an image.

Text Excerpt

Unless the post's text is exceptionally long, Please copy and paste it into the Excerpt box. This is found under the Document settings to the right of your screen. The reason for this is so that site visitors may read it without having to click for more. The theme we are using does not allow for our own placement of the Read More button.

Text

Please spell check and proofread.

Our theme centers the text.

Please follow style and usage that you see in the earliest posts.

Abbreviations

Please spell out state names: California, not CA

Dates

Please spell out months and do not repeat them if a span of time is within the same month.

Example:

Correct: January 5–13, 2020

Incorrect: January 5, 2020 – January 13, 2020

Incorrect: Jan 5, 2020 – Jan 13, 2020

Use an en dash and not a hyphen: en dash –, hyphen -

Under the Document Settings

Under Discussion: Do NOT allow comments or trackbacks and pingback

Do NOT adjust the settings or style to differ from the site style.

CSP Board Duties

- The Board of Directors currently meets once a month for 1.5 hours via video conferencing software.
- New Board Members are expected to commit for at least one full year and attend 80% of all monthly meetings.
- All Board Members coordinate and collaborate with each other to achieve results.

OFFICERS

President

president@caprintmakers.org

- Board Meeting Schedule
The president schedules all CSP Board meetings.
Generally, the Board meets once a month for an average of ten (10) meetings per year depending on organizational needs.
Dates, times, and location are set by the president at the end of the previous Board meeting.
All Board members are sent email reminders one week prior to meeting.
- Develop Board Meeting Agendas
The president develops each Board meeting agenda consisting of Old Business, New Business, and Board Member Reports. It is advantageous to include the upcoming meeting Agenda with the email reminder.
- Appoint committees, coordinators, and liaisons
Ensure continuity of CSP programs by assigning Board members to specific organizational tasks or by recruiting non-Board members to act as coordinators, liaisons and committee chairs as specified in Bylaws.
- Develop Annual Budget
In coordination with the Treasurer develop and gain Board approval of annual budget. Under current January 1 – December 31 accounting system, budget should be approved prior to start of the new year, and is prudently based on projected income.
- Oversee financial expenditures and contracts
In general, any new proposed CSP project, program, or contractual agreement is to be presented, with estimated costs, to entire Board for review, comment and final funding approval. Expenditures over \$200 require Presidential approval unless authority is specifically granted to a committee chair, program coordinator or Board liaison. (See Bylaws for specific details.)
- Assist with fundraising goals.
Either through personal initiative or designated agents use to the power of the office to garner funding for current or future programs.
- Communication with membership

Through Presidential letters, newsletter and email announcements keep membership apprised of organizational programs and directions.

- **Maintain President's files and CSP Handbook**
Collect important letters, papers and documents throughout the year to be passed on to incoming President. Deliver appropriate files, such as approved meeting minutes, to Board Historian for archiving at Bancroft Library, UC Berkeley campus. Update/ amend CSP HANDBOOK when necessary.
- **Mitigate organizational conflicts**
Occasionally, organizational interests, goals, or directions become tangled between the membership and the Board, between Board members, or between the CSP and other organizations. It is the President's responsibility to assuage such disputes with dignity and calm, always keeping the reputation and future of the organization foremost in mind.
- **Stewardship for long-term health and stability**
As leader of this historically significant arts organization apply your most creative talents and vision to improve the organization for the next generation of artists.

Vice President

vicepresident@caprintmakers.org

- Assists board members with their projects.
- Fills in when president is unavailable.
- Can serve as second board member on committees as needed
- Gain more high visibility, prestigious exhibition venues
- Maintain financial solvency.
- Increase connections and nurture community with other print related organizations.
- Invite other print organizations to participate in developing and cohosting traveling exhibitions.

Secretary

secretary@caprintmakers.org

- Record minutes of CSP Board and Annual meetings.
- Offer minutes to Board for reading, proofing and editing.
- Board approval required for final minutes. 1.) Motion to approve. 2.) Second.
- Approved and signed minutes to be stored in google drive.
- Respond to emails sent to info@caprintmakers.org

Treasurer

treasurer@caprintmakers.org

- Manage CSP's finances and report these to the Board and Membership.
- Keep annual financial spreadsheet current.

- Keep invoices, receipts and financial statements current in the Board's google drive.
- Pay the bills (most accounts are on autopay), and send invoices as needed.
- Notate member renewals in the Membership database.
Shared job w/membership.
- Monthly: pickup mail at San Francisco Post Box.
- Yearly: non-profit paperwork and tax filings; budget creation.

DIRECTORS (listed alphabetically)

Advertising

advertising@caprintmakers.org

- Develop advertisers for the journal
- Follow through by providing ad copy for all CSP publications as paid for
- Encourage advertisers to support CSP via Business level memberships which include journal, website and other CSP promotional material advertising

At Large Directors

- Provide project assistance with and for all board members.
- Special projects

Education

education@caprintmakers.org

- Develop and keep the Resources area of the website current.
- Develop and work with other board members on public facing educational events.
- Develop CSP sponsored mentorships for professional skills such as curation, publication, self-promotion, exhibition design.
- Encourage members to develop and propose CSP panels/exhibitions/talks/activities to related conferences such as SGCI, CBAA, CAA, APHA/Dard Hunter.

Exhibitions

exhibitions@caprintmakers.org

- Produce CSP sponsored and membership exhibitions of all sorts.
- One open annual exhibition is required (bylaws) each year.
- Manage exhibition volunteers.
- Coordinate with publicity, social media, newsletter, curators and exhibition venues.

Historian

historian@caprintmakers.org

- Collect and organize CSP materials for the archive.

- Make appointment and deliver materials to the Bancroft Library every three years. Next deposit 2022.
In 2016 the Bancroft Library liaison was Laurel Lasseben. Email: llassleb@library.berkeley.edu. Telephone: 510-642-7163. Also request temporary campus parking permit.
- Review the various public histories of CSP for revision, correction, and expansion as needed. This includes CSP's history on Wikipedia [https://en.wikipedia.org/wiki/California_Society_of_Printmakers] and its link to the founding (and when known) the ceasing dates of American print clubs [https://en.wikipedia.org/wiki/American_print_clubs]

Journal

journal@caprintmakers.org

- Manage journal team
- Produce annual journal The California Printmaker
- Provide index, cover image and mag cloud link to website

Membership

membership@caprintmakers.org

- Primary contact for membership related questions
- Manage and update the membership database
Notate member renewals in the Membership database
Shared job w/treasurer
- Manage and update the Simplelists listserve.
- Send welcome package to new members
- Reach out to potential new business and institutional members
- Create annual Membership Directory

Newsletter

newsletter@caprintmakers.org

- Produce CSP newsletter six times each year at the beginning of even numbered months.
- Request articles, edit as needed, and publish on time.
- Keep a listing (in the google drive) of people profiled and members' names of artwork published so that we might distribute newsletter attention across the membership.
- We use a free version of Mailchimp.
- Note that past newsletters are viewable by the public.

Portfolio Review

portfolio@caprintmakers.org

- Manage calls for new members via twice yearly (Summer & Winter) calls for new membership Portfolio Reviews.
- Build out online submission platform for membership applications.

- Coordinate with newsletter, website, and social media Call for submissions.
- Manage jurying submissions including calling to present and past board members to participate.
- Notify accepted/rejected candidates
- Send out a welcome letter to accepted candidates with pertinent information regarding participation in the organization
- Coordinate collation of new members' information for Member database
- Coordinate with Membership chair to share new members information
- Notify membership of new accepted members as part of bi-monthly newsletter.

Publicity/Marketing/Media Relations

- Develop new print collectors, via education, events, and projects.
- Improve CSP visibility as a national organization.
- Promote publication visibility outside organization.
- Create, protect and promote our brand strategy.
- Develop the marketing and promotion literature for communicating about CSP membership and programs.

Residencies

residencies@caprintmakers.org

- Facilitate CSP Artist in Residence program.
- Communicate AIR information via listserv, social media, website
- Gain more diversity (location and print media) in residencies.

Special Events

specialevents@caprintmakers.org

- Organize visits to print collections, studios and places of print interest
- Organize workshops, demos, and public facing print events
- Organize portfolio and print exchange projects

Social Media

socialmedia@caprintmakers.org

Key objectives

- To maintain the CSP social media accounts, including but not limited to Facebook, Instagram, and LinkedIn.
- Develop future accounts on additional social media platforms for CSP, such as but not limited to YouTube, Vimeo, and/or Pinterest, as membership relevance, society project & board initiatives dictate.
- Create and implement a social media strategy in accordance with board goals. Track social media metrics on a regular basis.

Key Roles and Responsibilities:

- Update CSP Social Media on a regular basis, according to the social media calendar.
- Generate and revise content as needed.
- Examine and analyze followers and engagement to report to Media Relations/Marketing Director and/or board on a regular basis (or as requested).
- Regulate and manage access rights to different users on the social media accounts.
- Plan for future content and changes per social media trends, member request, and CSP events.

Website

website@caprintmakers.org

- Keep information current.
- Refresh images in slide shows
- Create new member portfolio accounts and respond to assist requests
- At the end of each annual membership renewal period, unapprove unrenewed members portfolios. This keeps the portfolios and accounts but hides it from the website and allows for easy reinstatement upon renewal.
- Check that others posting to or updating pages follow CSP style guidelines.
- Inform treasurer when plugin payments are needed.

OTHER NOTES

RAFFLES: If there is a raffle, it MUST be registered with the Secretary of State at least 60 days in advance of the raffle. Failure to do so means we risk losing our non-profit status. A print exchange is a much better alternative to a raffle but does not raise money. An auction could be an alternative. Do not price as high as other art auctions!! Bring change for the raffle.