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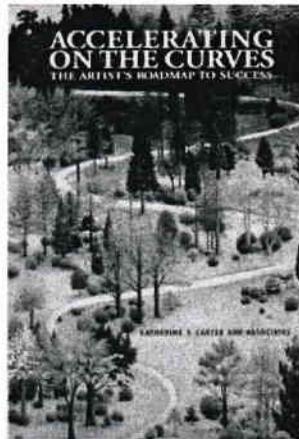
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Hudson Valley Bookshelf

FEBRUARY 22, 2011 – 4:51 PM

A Book for All Artists



Review of The Artist's Roadmap to Success by Katharine T. Carter & Associates. August, 2010. 363 pages, \$95 (including shipping & tax). Available by mail order to Katharine T. Carter & Associates, PO Box 608, Kinderhook NY 12106 or online with credit card at ktcassoc.com/roadmap.

Having just read *Accelerating on the Curves: The Artist's Roadmap to Success*, by Katharine T. Carter & Associates, I can highly recommend it to all artists. Katharine still runs the country's only full-service public relations and marketing firm for artists, and her company is based in Kinderhook, not far from my own studio in Red Hook. The company's premise is

"to empower artists to reach their full potential and gain the art-world recognition they seek." This book is appropriate for artists at all career levels.

As an artist I can assure you that not all artists are as adept at self-promotion as they are at their creative area of expertise. I found this book not only well organized and conceptually clever, but very thorough. *The Artist's Roadmap to Success* takes you through three stages of success, mapping out the rules of the road from local, county and statewide success to regional, and finally national career success in stage three.

The book offers recommendations and examples of cover/pitch letters, press releases, resumes, biographical summaries, and the artist statement. The book is chock full of all the recommendations needed for the artist to take their career to the next level including inspirational essays by Katharine's team of associates. Insightful quotes from famous artists are appropriate highlights for engaging the reader's thoughts. There are also frank discussions of the challenges and pitfalls that artists face in the professional world and recommendations as to which promotional efforts or types of shows are not worthy of the artist's energy and monetary investment. A few may be quite surprising to the artist initially. Katharine has included 65 pages of informational resources at the end of the book that range from Art Consultants/Corporate Collections, Art Fairs and Festivals, Colonies, Retreats and Residencies, Mailing Lists and Marketing and much more.

I find that teaching, creating time to promote my art career and creating time to fully engage in my creative painting is one of the most difficult balancing acts. This artist's handbook is about as close to having a personal art consultant as one could find and I, for one, am looking forward to creating a new plan to take my artistic career to the next level . . . This book will be on my

Upcoming Book Events

*Friday, February 25
7:30 pm
Oblong Books,
Rhinebeck
Jay Wenk, Study War
No More:
A Jewish Kid from
Brooklyn Fights the
Nazis*
A very young man in the combat infantry in World War II, Jay Wenk traveled and fought his way across Germany to Czechoslovakia, and then endured Occupation duty in Germany. His experiences away from combat are as crucial to his life and the lives of others as the actual fighting. Jay Wenk was born in Brookline, Massachusetts. He is one of the founders of Veterans for Peace and lives in the home he built by hand in Woodstock, NY.

<http://oblongbooks.com/>

*Sunday, February 27
4 pm
Oblong Books,
Rhinebeck
E. Lockhart, Real Live
Boyfriends*
Please join us for our next Hudson Valley YA Society event and a fun, party-like "literary salon" atmosphere. In the fourth comical nightmare that is Ruby Oliver's high school career, the neurotic, hyper-verbal heroine of *The Boyfriend List* and its sequels wields a new video camera. E. Lockhart is the author of four books about Ruby Oliver. Her novel *The Disreputable History of Frankie Landau-Banks* was a National Book Award finalist.

<http://oblongbooks.com/>

*Friday, March 11
7pm
Cary Institute of
Ecosystem Studies
2801 Sharon Turnpike
(Rt. 44)
Millbrook
Donovan Hohn, Moby-Duck*
Hohn, a senior editor at Harper's, will discuss his global adventure tracking the fate of thousands of rubber bath toys that were accidentally spilled into the Pacific Ocean. His narrative highlights the Great Pacific Garbage Patch, and the pressures that society places on the

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[February 2011](#)

[January 2011](#)

[December 2010](#)

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Finally I'd like to share a quote from the book by Richard Vine: "Never forget that the work is what really matters – and the rest is a game. If you are dedicated to your art, and true to your own deepest experience when making it, you have already gained the greatest reward any profession can offer. Your career trajectory, your financial compensation, your fame or lack of it, your place in the ever-shifting social scene are all secondary considerations, and largely subject to the whims of chance. The more conscious you are of the arbitrary nature of the "success" game, the easier it is to play."

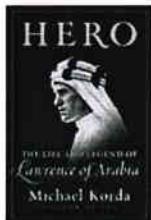
—Betsy Jacaruso

A well-known Hudson River Valley artist, Jacaruso owns and operates the Betsy Jacaruso Studio & Gallery in Red Hook, NY. She teaches and exhibits her own work as well as that of her students. Jacaruso is also the co-chair for the newly formed Community Arts Network of Red Hook.

[COMMENTS \(2\)](#)

FEBRUARY 21, 2011 – 5:22 PM

Worshipping the Hero



Review of Hero: The Life and Legend of Lawrence of Arabia, by Michael Korda. November, 2010. HarperCollins. Hardcover, 784 pages, \$36.

For Michael Korda, heroism is a militaristic, mythological vocation. At least that's what one is led to believe in reading his latest book, "Hero: The Life and Legend of Lawrence of Arabia." For as he writes in the Preface: "Soldiers—indeed all those in uniform—are now commonly referred to as 'our heroes,' as if heroism were a universal quality shared by everyone who bears arms, or as if it were an accident, not a vocation." Korda might have a point here, but "heroism" has its roots in classical mythology, and so it is normally saved for describing imaginary people. T.E. Lawrence, Korda tells us, is like "Ajax, Achilles," and "Ulysses," and that's not only impossible, but also suspicious. It's as if right from the start he's telling the reader: this book is not really an objective analysis of Lawrence, but, if you're interested in entertainment, this is the one for you.

Now, to be fair, much has already been written on Thomas Edward Lawrence — Jeremy Wilson's *Lawrence of Arabia: The Authorized Biography of T.E. Lawrence*, is regarded as the most thorough and unflinching account of Lawrence's life, and John Mack's controversial, psychoanalytic biography, *A Prince of Our Disorder* won its author a Pulitzer Prize — and so Korda might not be trying to rewrite history, here. But he definitely seems to idolize Lawrence. The book reads something like an exercise in "hero-worship" — a term that, ironically, Korda uses often in describing how other authors and those who knew Lawrence viewed him. In that sense, the work is reminiscent of Emil Ludwig's legendary 1926 biography *Napoleon*, which is a classic in so far as it's a highly readable, though iconic representation of the military commander and ruler of France, and not for its efforts in setting the facts straight.

natural world. For more information email freemanp@caryinstitute.org <http://caryinstitute.org/event>

**Saturday, March 12
10am–Noon
Elwood Smith & Maggie Pickard, Get the Word Out: Creative Self-Promotion for Artists The Norman Rockwell Museum, Stockbridge, MA**
Glean advice and inspiration from two masters of creative self-promotion! Innovative approaches that will make art buyers take notice. \$15, \$10 members. <http://www.nrmn.org>

**Saturday, March 12
7:30pm
Oblong Books, Millerton
Margaret Roach, And I Shall Have Some Peace There:
Trading in the Fast Lane for My Own Dirt Road**

Margaret Roach was Editorial Director of Martha Stewart Living Omni Media for 15 years. She first made her name in gardening—writing a classic gardening book among other things. She now has a hugely popular gardening blog, [A Way to Garden](#). But despite the financial and professional rewards of her job, Margaret felt unfulfilled. So she moved to her weekend house upstate in an effort to lead a more authentic life by connecting with her garden and with nature. The memoir she wrote about this journey is funny, quirky, humble, and uplifting — an *Eat, Pray, Love* without the travel — and allows readers to live out the fantasy of quitting the rat race and getting away from it all. <http://oblongbooks.com/>

**Sunday, March 27
2pm
Henry A. Wallace Center at the FDR Presidential Library and Home
Maurine H. Beasley, Eleanor Roosevelt: Transformative First Lady**

In honor of Women's History Month
A book talk and signing with the author. Tickets \$25 to benefit the Catharine Street Community Center and the education programs of the Franklin D. Roosevelt Presidential Library and Museum.

<http://www.fdrlibrary.marist>

**Sunday, March 27
4 pm
Oblong Books, Rhinebeck
Judy Blundell, Strings Attached**
A Hudson Valley YA