

in this issue

- Important Changes to Fine Art Registry™ Memberships.....1
- Featured Artist Jeanne Ground.....1
- Fine Art Registry Makes a Splash at Major Trade Show.....3
- FAR® Networking Across the Web!.....3
- Piece of the Month.....3

To all FAR Members:

We have placed a NEW SIGN-UP FORM in your "Member Area" on the Fine Art Registry™ website. This new form is for you to subscribe to our Newsletters, Press Releases, Hot News and more. Please sign into your account and update your FREE Subscription to all our vital information. This is very important to us so that we send our material and information to everyone who wants to receive it, that no one is left out and that we don't send emails, etc. to those who don't want to receive them.

Please confirm that you are personally requesting to be a subscriber to all our written material through our email services, even if you have done so before.

PRIVACY POLICY: When subscribing to receive Fine Art Registry Newsletters this sensitive information will not be passed onto any other entity or mailing list. Your details will be securely stored in our Central Database.

Important Changes to Fine Art Registry Memberships - A Lot More (for a little more)

For quite some time we have been working on adding functionality to the Fine Art Registry website for our members, to help you better display, market and sell your work securely through FAR.

We are pleased to be able to announce that many of these benefits are now in place and available.

Along with these changes we are going to implement a new membership structure.

And along with the new membership structure, there are some price changes. We wanted to warn you as soon as possible so that you can benefit and save money. We know that not all artists are millionaires and that the marketing dollar often has to be stretched. You need to make sure you get maximum returns.

Fine Art Registry pricing was always intended to be very affordable so that FAR did not become an exclusive club for the wealthy. But the initial pricing was always known to be "introductory" and we obviously have to make sure that we remain viable so that we will always be there. That's an important part of the concept.

Therefore, we are announcing this new membership and pricing structure which will go into effect in the near future. We want our existing members to be aware of these changes well in advance, and also to take advantage of a special offer to save a lot of money down the line. *(continued on page 2)*

Featured Artist Jeanne Ground

Jeanne Ground is a Fine Art Registry™ member and highly diversified artist with a determination to make use of unique ideas and mediums. She was drawn to Fine Art Registry as a way to safeguard her artwork and provide increased visibility and sales. Read her profile [here](#) and see her FAR gallery [here](#).

This is the new structure:

COPPER MEMBERSHIP is the basic, free membership which will continue to exist and which entitles art buyers to carry out electronic transfer of ownership of registered pieces they have bought. Copper Membership includes access to website material and the newsletter. The Copper Membership entitles one to tag and register pieces but does not include an online portfolio or sales gallery and a Copper Member cannot offer items for sale on the FAR website. Copper membership is free.

BRONZE MEMBERSHIP is an annual membership intended for artists and collectors who want to tag and register their work or collection and display their art or collectibles in an online portfolio but not offer them for sale through Fine Art Registry. The Bronze member will have access to articles and video, receive the newsletter and in general enjoy all the benefits of being a FAR member except the marketing and sales functions. Bronze membership is \$9.95 per year.

SILVER MEMBERSHIP is an annual membership intended for artists or collectors who want to sell their art or collectibles through the Fine Art Registry website, maintain a portfolio and sales gallery, take advantage of the FAR artist marketing program and so on. However, a number of new features have been added to make this more effective and valuable:

- PayPal Buy Now button on sales gallery page
- Link to personal videos (YouTube etc.)
- Link to a personal website
- Link to a personal blog site
- Link to a personal community page (MySpace/Facebook)
- Link to personal eBay listings or an eBay store
- Create and print Certificates of Authenticity for original works
- Create multiples Certificates of Disclosure for multiples/prints
- Auction posting in the Fine Art Registry auction
- Upload up to five photos for each registration which allows you to show details of the piece

This level allows you to tag and register an unlimited number of pieces and to offer 25 for sale at one time. As with all art sales through the FAR website, FAR takes no commission for any sales so the artist receives the full price. Silver membership gives you all of this for just \$19.95 per year.

GOLD MEMBERSHIP offers all the advantages of a Silver Membership but is intended for artists and

collectors who want to list more than 25 items for sale any one time. A Gold Member can offer up to 75 items for sale simultaneously. The Gold Member can also upload three photos on the personal biography page whereas the Silver Member can only upload one.

Gold membership costs \$39.95 per year.

PLATINUM MEMBERSHIP again provides all the features of a Gold Membership but adds some extra benefits. The Platinum Member can offer 100 items for sale at any one time.

A Platinum membership is \$59.95 per year.

How does this affect existing members? The new membership structure goes into place in the near future. How this will affect your membership is simple. When your current membership expires, you will be able to choose the level of membership that best suits your needs from the above levels,

SPECIAL OPPORTUNITY – UPGRADE TO LIFETIME MEMBERSHIP NOW!

We would like to urge all our existing annual members to upgrade to a Lifetime Membership* now. This will entitle you to all the benefits of a Silver Membership above plus the additional benefit of being able to list 50 items for sale in your online sales gallery. And you will be able to do this for the rest of your life. Lifetime Membership costs only \$220.

The Lifetime Membership will be phased out when this new structure is implemented. However, all existing Lifetime Members and those becoming Lifetime Members before the implementation will be honored, of course.

As this membership soon will no longer be available, you can see how much this will save you over the years.

As an additional reward for becoming a Lifetime Member now, we will also send you a FREE copy of our new DVD *Essential Perspectives on Contemporary Art*, a \$19.95 value.

ACT NOW! Don't miss this opportunity!

*(To upgrade, go to www.farwebstore.com, log

in to your account and then, under membership options on the left nav bar, click on Renew/Upgrade Membership.)



Fine Art Registry™ Makes a Splash at Major Trade Show



Edward Gilmore does a live demonstration of his abstract expressionist technique while trade show attendees look on.

Fine Art Registry was recently invited by Masterpiece Art Canvas to participate in the largest trade show for the art materials industry in the county – NAMTA (International Art Materials Trade Association) – held in Reno, Nevada. FAR® CEO Theresa Franks was a featured speaker and delivered a workshop on the FAR system, provenance and preserving one's art for the future.

The FAR staff were also on hand in the Masterpiece booth throughout the duration of the three day show. FAR registered artist Edward Gilmore did dramatic live painting

FAR Networking Across the Web!

The team at Fine Art Registry™ has begun a new campaign to increase the interests of young upcoming artists and collectors. We've been working diligently to expand our reach to the major networking websites such as My Space, LinkedIn, Facebook, Blogger, Gather, Plaxo, Hi5 and Zorpia. FAR® now has it's own page on these sites to which we have added our featured Artist of the Month and will also be posting exciting articles and updates on all of the net sites. If you happen to be a member of any of these sites we welcome you to join in and become one of our Friends!

Listed are all of the links to our networking sites so that you can come see what we have been up to and join!!

- My Space <http://www.myspace.com/globalfineartregistry>
- LinkedIn <http://www.linkedin.com/in/fineartregistry>
- Facebook <http://www.facebook.com/profile.php?id=1196074641>
- Blogger <http://fineartregistry.blogspot.com>
- Gather <http://fineartregistry.gather.com>
Gather Group Space <http://fineartfriends.gather.com>
- Plaxo <http://fineartregistry.myplaxo.com>
- Hi5 <http://fineartregistry.hi5.com>
- Zorpia <http://www.zorpia.com/fineartregistry>

demonstrations on huge canvases set up right in the booth, something never seen before at one of these shows. One of Ed's vibrant abstract expressionist paintings was raffled off to a lucky attendee.

This was also the release of the first FAR retail products including a gift card which can be redeemed for tags and memberships online, and a kiosk for registering art right in a retail store.

Piece of the Month



FAR Tag: # 07864
Title: Still Pondering
Artist: Trevor Mezak
24" x 36"