

## BRENDA POTTS BIOGRAPHY

My art journey began as a child with Saturday afternoon private lessons. For 2 hours we sat around the teacher's dining room table with our charcoal and pastels, drawing various assortments of bottles, jugs and flowers. Those carefully arranged centerpieces taught me perspective, values, shading, patience, focus and more. I loved every minute of the class.

While attending grad school I opened a small art gallery and frame shop. My business quickly grew and I moved to a bigger town and bought a bigger building. Before long I had the contract to frame nearly every NGO's banquet packages within a 60-mile radius (including Pheasants Forever, Duck's Unlimited, Whitetail's Unlimited, Rocky Mountain Elk Foundation etc). I was selling limited edition wildlife art by nationally known artists and had several local artists featured in my shop.

These connections, and my biology degree, led to an appointment by Governor Jim Edgar to a 6-year term on the IL Natural Resources Advisory Board. I landed a job as head of Constituency Services Division for the IL Dept. of Natural Resources where I served 7 ½ years. I also served as Interim Director of Public Services for IDNR and as Executive Director of IFOR (the largest umbrella conservation organization in IL).

Upon leaving the IDNR I created Midwest Legacy Marketing and served as a marketing consultant and pro-staff manager for SHE OUTDOORS Women's clothing and BAD BOY BUGGIES electric utility vehicles. I formed the non-profit Kids Gone Hunting Foundation, serving as Executive Director for a few years before we dissolved that foundation and created Legacy Trails Media. I have been involved with the production of three television shows on the Sportsman Channel, *Legacy Trails*, *Whitetail Explorer* and *Grace, Camo & Lace*. Over the years I have written many articles for magazines, including *IL Game & Fish*, *North American Whitetail*, *IL Steward*, *Petersen's Bowhunting*, *Bowhunt America* and others.

I created 6 coloring books with outdoor themes that are available on Amazon. I have sold my art at the annual Apple 'n Pork Festival that draws about 100,000 people to our town every September. I have also sold through various online platforms, including Etsy, Facebook and Fine Art America.

My favorite mediums are watercolor, pen & ink, pastels, colored pencils and acrylics.