

ARTFULLY

YOURS

**FALLBROOK
ART ASSOCIATION**

Bimonthly Newsletter

**March/April
2019**

What's Inside

Co-Presidents' Message -	1
Craig Anderson, March demo	1
Linda Reyes, April demo	2
Sitter Information	2
January Show Winners	2
A Reminder	2
Tips for Shows	3
Spring Show Reception	3
Calling for Your Stories	4
Speaking of Classes	4
Welcome New Members	4
Creating Art Sales	5
What's Up?	5



Co- Presidents' Message

Hope this finds everyone safe after all our rain and flooding. What a year this has been so far! Last month Elin Thomas shared with us how she sets up, tools she uses and how she paints a still life. I'm sure we all learned something from her fun, and interesting demonstration. Even if the guest artist is not working in your medium of choice there are still tidbits of information to be gained. And, critique of your work by the guest artist is one of your membership benefits.

If you are unable to take the guest artist workshop, the classes at The Gallery are very reasonable. If you are a new artist looking to learn or just want to try a new medium or if you have been painting for years and want to brush up on your skills, there is a class for you. For a fun, relaxing evening, bring a friend to Paint & Sip.

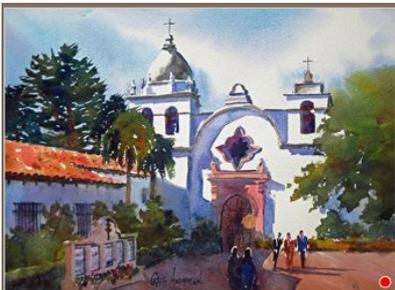
Members are able to participate in the monthly ribbon shows at The Gallery. The change-outs are always the Monday following our FAA meetings, from 10:00 AM-3:00 PM.

Be sure to drop by The Brandon to see our Spring Show with a theme award of "Birds, Bees, Flowers and Trees".

There are numerous events coming. The "Junior Art of the Avocado" show will be held at The Gallery; the adult at The Brandon. The Plein Air Competition and Show at the Grand Tradition will occur on April 10 and a special money show at The Gallery titled "We Are Fallbrook" will arrive in May. The whole community will be involved by way of a wall in The Gallery filled with photos submitted by people. Check the website for more information on any events. fallbrookareassn.org

A big celebration is planned for our 50th year of incorporation. Volunteer help is needed even if you only have a few hours to spare. FAA is only as good as our volunteers. But, be sure to make time to paint!

Craig Anderson, Watercolor Artist for March Meeting



Craig Anderson was born and raised in upstate New York before moving to San Diego in 1988. He works exclusively in transparent Watercolor. Craig believes that art is a timeless expression of the beauty that surrounds us: a fossil of some piece of real life that existed in time and space, a real, living, breathing thing.

His trademark is his use of vibrant color and bold value patterns in order to reveal and discover the majesty hidden within his subjects.

Craig is an award-winning artist whose work is represented by private and corporate collections nationwide. He is a Signature member of the San Diego Watercolor Society and has served as a juror in a number of art exhibitions and is in demand for live demonstrations and workshops.

CA

Julie

CA

Lake Elsinore Artist Linda Reyes is April's Demonstrator

Linda grew up on a farm, surrounded by animals, and her first introduction to painting was watching an artist illustrate a beautiful blue parrot. It's apparent that from early childhood, nature was a big player in developing her art and her mother encouraged her artistic ability.

She started as a self-taught artist, reading books and watching videos on how to improve her talent. In the past decade she's taken online classes that have honed her skills in pastel. Linda spends her time at the San Diego Zoo and the San Diego Safari Park observing the animals and capturing their likeness in her paintings.



Linda says, "There are so many endangered species, and I feel that it's our responsibility to protect them. By painting them I feel

that I am doing something to bring attention to this." Linda's passion is to capture wild life and endangered animals, especially the rare, large cats such as tigers. "I do chose other subjects just to break things up a bit, but animals will always be my favorite." ☞

Substitute Sitter Information

If you show your work in any one show, you will choose a three-hour gallery sitting day and time at each take-in. Sometimes, due to other obligations or situations, you cannot find a day or time to sit. Some members have stepped up and will sit for you for a fee of \$35 for a three-hour shift.

Call any of the following:

Karen Langer Baker - 760-500-0393

Lisa Mayer - 949-548-6070

Karen Mills - 951-532-3902

Barbara Ollivares - 760-723-7798

Si Osgrove - 631-223-9806

Kathleen Nauman - 310-941-5224

to arrange a sitting day and time in your place. ☞

THE GALLERY January/February 2019 Show Winners

BEST OF SHOW Shirley Calvert, Pump House - Los Jilgueros-

WATER MEDIA

1st - Penny Fedorchak, Storm's a Comin'

2nd - Karen Langer Baker, Effulgence

3rd - Penny Fedorchak, From My Garden

HM - Anne Youngblood, Members of the Household

HM - Rikki Reinholz, Old Blue Mercedes

HM - Buffy Kaufman, Be Still

OIL/ACRYLIC

1st - Kathy Stradley, Vineyard Idyll

2nd - Lynn Gertenbach, Springtime on Cornell Road

3rd - Dawn Harrison, Dominant and Quiet

HM - Jennifer Morlan, Lotus Pond

HM - Kathleen Nauman, Gulls of Malaga Cove

HM - Ruth Parker, Morning Glow

HM - Karen Langer Baker, Tête-a-Tête

COMPUTER ART

1st - Louis Nidorf for Bella

PHOTOGRAPHY

1st - Bill Pratt, 4 Sunflowers

2nd Place - George Compton, Cartegena Courtyard

MIXED MEDIA

1st - Carol Zaleski, Board Meeting

HM - Jan Carré for Forest Dance

PASTEL

1st - Ray Fedorchak for Spring Bloom

HM - Ray Fedorchak, Day Dreams

HM - Julie Compton, Sedona Trail

DRAWING

1st Place - Anne Youngblood, The Muse

SCULPTURE

1st Place - Karen Langer Baker, Ebb and Flow

HM - John Sullivan, Beach Boy

HM - Al Brandli, Dueling Tensions

Congratulations to all the winners this month.

A GentleReminder

The lovely floor in The Gallery will only remain so if each gallery sitter, each day, remembers to run the Swiffer mop over it, including under the teaching tables in the back. The floor may look clean, but believe me, with all the traffic on Main, it accumulates a massive amount of black "stuff" from the asphalt and tire rubber. Let's be sure to do this once a day to keep our floor in good shape. Thank you, *Susan*

☞

An Important Repeat - Some Tips for Shows

Our members who assist with intake for the shows volunteer their time to do this. To make the process go smoothly and spend the least of their (and your) valuable time as possible, *come prepared with your paperwork (and your check if you are not a sponsor) all filled out.* This will prevent crowding and commotion at the intake tables and get everyone out and home as expeditiously as possible.

Dates of shows and intake/changeout **times** are clearly stated in the newsletter, on the website and in e-blasts courtesy of your hard-working Board members. So, please abide by those dates and times to avoid volunteer burn-out and frustration.

Please make sure your frames are sturdy and intact (no chips, scratches) and the glass (if applicable) is clean. Use offset clips with screws to fasten a canvas to the frame. Taping your canvas to the back of the frame is neither secure or professional. Use correctly-sized (for the weight of the painting) D-rings for your wire attachment and be sure to tape the ends of the wire to prevent anyone cutting him/her self on the sharp wire ends.

To place your D-rings, measure the frame from top to bottom in inches and divide by three. This number is the distance you should attached your D-rings down from the top of the frame.

Run the end of your wire through either the left or right D-ring and then through the remaining ring. Wrap the free end of the wire around the main wire then lift the center of the main wire so it has some slack and the center point falls around 2-3 inches from the top of the frame. Cut the wire a couple of inches beyond the second D-ring and wrap and tape the end.



Spring Show Reception at the Brandon Gallery

Don't forget to attend the reception for FAA's Spring Show at the Brandon Gallery, on March 9, 5:00 - 7:00 PM, to see all the beautiful work and find out who created the winning pieces.

Judge Valentina Lamdin was most impressed with quality and she said she had a really hard time picking the winners because there were so many worthy entries.

So, congratulations to all the winning artists. See you and all our other excellent artists at our next big show in the fall.



THE GALLERY February/March 2019 Show Winners

BEST OF SHOW - Anne Youngblood, "Recycled"
PHOTOGRAPHY

1st Place – Russ Levine, "Magic in the Country"
Honorable Mention – Louis Nidorf, "Plum Upstages Pear"

OIL/ACRYLIC

1st Place – Shirley Calvert, "Sycamores in Winter"
2nd Place – Si Osgrove, "Diamond of the Tucson Desert"

3rd Place – Kathy Stradley, "Jerusalem"
Honorable Mention – Dawn Harrison, "Dawn in Bar Harbor"

Honorable Mention – Al Valpy, "Kula Cactus"
Honorable Mention – Si Osgrove, "The Bank Restaurant, Temecula"

PASTEL

1st Place – Kathleen Nauman, "Maine Autumn #1"
Honorable Mention – Ray Fedorchak, "Sunset Cruise"
WATER MEDIA

1st Place – Rikki Reinholz, "Canna Lily"
2nd Place – Carol Zaleski, "Joanna's Dress"
3rd Place – Ruth Parker, "Where Are You?"
Honorable Mention – Rikki Reinholz, "White Pitcher"
Honorable Mention – Buffy Kaufman, "Monsoon"

PRINTING

1st Place – Duesenberg (Frances Hubert), "Grandmother"

MIXED MEDIA

1st Place – Carol Zaleski, "A Fish in the Hand"
Honorable Mention – Jan Carré, "Thicket"

SCULPTURE

1st Place – Marsha Gertenbach-Meers, "Jour de Bonheur"

Honorable Mention – Susan Frommer, "Memory Stix"

COMPUTER ART

No awards this month

Love of beauty is taste.
The creation of beauty is art.

✎Ralph Waldo Emerson✎

Calling For Your Stories!

Why are stories about your painting, drawing, etching, sculpture or photograph important? Recently artist George Compton stated that he sold one of his photographs in part because the buyer related to his story about the piece. We think stories will sell more works and we think that providing stories will help set The Gallery apart and further promote our image.

Writing your stories is not difficult. What was on your mind when you chose to create the piece you made? What was your inspiration? What message are you sending out to the viewer?

At the monthly take-in, you will bring in your stories on a regular 8.5" x 11" piece of copy paper and place the paper in alphabetical order by your last name in a sheet protector in the 3-ring binder that is located on the podium in the north window. You can insert multiple copies, so if a buyer is interested in your piece, the Gallery sitter can offer the buyer one of your copies to keep. At each new take-in, you will remove the old story sheets and replace them with the stories of your new work. And don't forget to write up your biography on a separate sheet to be inserted on the front side of the sheet protector holding your story sheets.

For our show participants who may be unsure of how to include photos of your work in your stories or how to layout a page for photos and stories, member Al Brandli has created a template for story sheets and has generously offered it to all to use. He has designed one for PCs using Windows and one for those with an Apple device. The template will allow you to insert your photos and has space designated for you to write your story for each piece.

Al is also in the process of designing a workshop to be held in the classroom in The Gallery, potentially in April. It will offer an opportunity for those who are a little shaky on camera and/or computer skills to learn how to photograph your works, how to email those pictures from your phone to your computer (or how to get the photos from your camera into your computer) and thence to your story sheet.

If you are already confident in your camera/computer skills, you can access Al's template by emailing him at al@brandli.com and he will send you the template along with step-by-step instructions.

This is just one more example of how the members of FAA are always willing to share information to help each other and are always looking for ways to make our meetings and now our Gallery experiences more

exciting and valuable to the membership. Good work and thank you, Al. We will be looking forward to your class as soon as it is scheduled. 

Speaking of Classes.....

The Gallery has a whole new line-up of classes for March. Here is your chance to work with another skilled artist, learn a new technique or try out a new medium without spending a fortune.

Always wanted to write? Come to Bob Picard's classes on March 5, 12, 19 and 26 from 2:00-5:00 PM.

Are portraits your nemesis? Let Lynn Gertenbach help you with that on March 5, 12, and 26, 10:00 AM-1:00 PM.

Wondering about acrylics? Jeanne Picard will get you started on March 6, 13, 20 & 27 from 10:00 AM - 1:00 PM.

If you'd like an A to Z oil painting and drawing experience, visit with Dawn Harrison on March 7, 14, 21, & 28 from 1:30 - 4:30 PM.

If you are tired of your squeaky clean hands then get Your Hands in Mud for an introduction to low-fire ceramic clay with Susan Frommer on March 9 from 1:00-4:00 PM.

Fond of both wine and painting? Join Jeanne Picard and friends for an acrylic adventure as you Paint and Sip from 4:00 - 6:00 PM on March 29

Does watercolor intimidate you? Let Bonnie Rinier move you past that fear with a class in Experimental Watercolor on March 29 from 10:00 AM - 1:00 PM



Welcome to New Members

FAA has had a flood of new members since January. In addition there were a couple of new joiners just before the show. So, if you don't see your name here, we'll catch you in the next issue.

Delia Alwardt	Ellen Cramer
Karen Crowell	Marsha Gertenback-Meers
Robin Kemper	Clay Harris
Kathleen Nauman	Margie Haugh
Barbara Rodriguez	Buffy Kaufman
Cheryl Hurley	Kait Matthews
Connie Petersen	Bob Picard
Eric Johansen	Saul Frommer
Diane Summers	Joseph Schembri

Looking forward to seeing you at all our meetings, events and shows. 

Creating Art Sales by Promoting your Work to Your Network of Acquaintances

I've often written that selling artwork is all about building relationships with potential buyers. There's another side to this, however, in that people with whom you already have a relationship can be a great pool of potential buyers. Friends, family and business colleagues can all become collectors, as can the people you interact with in a less personal way, such as members of community groups where you volunteer, and everyone else you meet.

Some of you worry that you will overstep some unspoken boundary by promoting your art to acquaintances, friends or family. This could be true if you were pushy or overly-forceful in your promotion or sales efforts. I would suggest, however, that being pushy and forceful when you interact with strangers who are interested in your work would be just as negative. In other words, if you treat those you already know with the same respect you treat your other buyers, there's no reason to believe you will be seen as abusing your existing relationship when you invite those you know to see your work.

I would argue that it makes no sense to discriminate against your acquaintances by depriving them of the opportunity to view, enjoy and collect your work just because they know you.

Another reason many artists don't invite friends, family and other acquaintances to art events is because they mistakenly think the people in their circle of influence aren't interested in art or may not be able to afford to buy. The beautiful thing about an invitation is that only those who are interested will accept! You may also be surprised who can afford to buy art (and besides, it doesn't cost anything for your friends to enjoy your art, even if they can't afford to buy at the moment!).

People in your life are likely to enjoy your work even more than strangers. Knowing you adds an extra dimension of appreciation for what you are doing. Your friends will love getting to see the creative side of your life.

Thank you to Jason Horejs of Xanadu Gallery, Scottsdale, AZ for his insights on the Art of Selling Artwork.

Editor's note: Knowing this, let's **all** try to invite at least one friend, colleague or acquaintance to our next show reception at The Gallery. The more people viewing your art, the more potential for sales.

What's Up Around the Southland

March 5 - Writing classes and portraits classes begin at The Gallery

March 6 - Acrylics class starts at The Gallery

March 6 through April 7 - COAL's 68th Annual Membership Awards Show, Reception March 10, 3:00-5:00 PM, 300 Carlsbad Village Dr. Ste 101

March 9- Spring Show Reception, The Brandon Gallery, 5:00-7:00 PM

March 9 Low-fire ceramics class at the Gallery

March 10 through May 5 - Studio 395, A look at Graffiti and Street Art, The Village on Grand, Lake Elsinore

March 11 - Fall Board mtng. at The Gallery, 9:30 AM

March 16- FAA General Meeting at the Womens Club, corner Mission and Mission - 9:00 AM

March 18 - Change-out at The Gallery, 10:00 AM-3:00 PM and Past Presidents Show

March 19 - Temecula Valley Art League, Assistance League on Montezuma, Temecula - 5:00 PM

March 23 - Monthly Show Reception at the Gallery, 3:00 - 5:00 PM

March 30 - Children's classes at The Gallery, 10:00 AM- 2:00 PM

Month of April - Watch for class schedule at The Gallery

April 1 - GEM of the Valley Art Association General Meeting - Senior Center on Juniper St, Murrieta, 1:00 PM

April 10 - Plein Air Competition at The Grand Tradition 9:30 AM - 5:00 PM

April 14 - Avocado Festival - Fallbrook

April 15 - FAA Board meeting, The Gallery, 9:30 AM

April 16 - Temecula Valley Art League - 5:00 PM

April 20 - FAA General meeting, Womens Club, 9:00 AM

April 22 - The Gallery change-out. 10:00 AM - 3:00 PM

April 27 - Monthly Show Reception at The Gallery 3:00 - 5:00 PM

April 28 - June 15, Annual Juried Exhibition at the Front Porch Gallery, 2903 Carlsbad Blvd.

May 6 - GEM of the Valley general meeting, Senior Center, Murrieta, 1:00 PM

“Each painting is a kind of discovery, a discovery of new forms, color relation, or balance in composition. With every painting completed, the artist may change his viewpoint to suit the discoveries made, making his vision many-sided. “

✎Robert Colquhoun✎

**FALLBROOK ART ASSOCIATION
P. O. BOX 382
FALLBROOK, CA 90288 - 0382**

ADDRESS SERVICE REQUESTED

FAA Membership Application

Membership period is from January 1 through December 31 each year.

Make checks payable to : Fallbrook Art Association

Mail to: P.O. Box 382, Fallbrook, CA 90288-0382

First name _____ **Last Name** _____

Address (FULL) _____

E-mail _____

Phone(s) _____

FAA is a Non-Profit run by volunteers. Would you be willing to volunteer your services in some way? Please check spaces below to indicate your area of interest.

Board of Directors Position _____ **Programs/Workshop assistance** _____

Art Show Preparation and coordination _____ **Other** _____

Please check type of membership below:

Individual - \$65 _____

Family - (Two adults and dependent children under 21 living at same address) - \$85 _____

Full-time Student (with ID) - \$10 _____

Sponsorship for 10 months - \$200 _____

Signature _____ **Date** _____