

# ARTFULLY

# YOURS

FALLBROOK ART ASSOCIATION, INC.

FAA



**Bimonthly Newsletter** Nov./Dec.  
2018

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## Co- Presidents' Message

It's a busy time for Fallbrook Art Association. At the last meeting, Si Osgrove presented a very interesting slide show on composition. This month we are looking forward to the demonstration and class with Christine White. We made lots of contacts with our booth at the Harvest Faire and have a new member. We also had lots of children do art projects at the event. Thank you to all who helped make this day a big success. Which reminds me that our Volunteer Show will be coming up before we know it and it will be at The Gallery this year.

We are off to a great start with The Gallery. Our second show is hung and the November 3 reception was well-attended. At the next take-in, *Nov. 19 from 10AM-2PM* you will be able to submit two small works, (14" on the longest side, \$50 min. price) for the price of one regular work along with two regular works making a total of four works. And yes, that is a new take-in day. Take-in the same day as our meeting did not work well. However, we do want to make it easy for those who come from a distance, so you can drop off your paintings in advance on the regular meeting day. However, you *must* have all your paper work completed in advance and sitting date selected on the calendar. Paintings will be held in the storage area until judging day.

As we move forward, we are looking for instructors to teach classes and members who would like to be in our Meet the Artist Series. This is a great way for people to try a new medium or method, and to create interest in classes. The one-hour class would cost the participants \$10+\$5 materials fee and you would make a \$20 donation to the Gallery for the space (eight fit comfortably in the back). We will help advertise the series and you would have time to set up and clean up. So think of a project you would like to do and let us know. Find more information on the website. ⇨

## Oil Painter Christine White to Demonstrate in November



Shown at left,  
"Shore", 5 x 5 oil

Christine's work conveys familiar subjects that speak to the richness and fleeting nature of life's moments.

She has been an artist all her life. In her college years, she became intrigued by mapping and cartography. This led to a formal study of geography and a Bachelors and Masters in that field.

She does not hold a degree in art, but relentlessly hones her craft, also working with and learning from other artists. She began seriously pursuing art in 2010, painting in oils but also experimenting with different materials and techniques.

Actively involved in the So Cal art community, she participates in local shows and events regularly. Her desire to build positive, energetic, creative community and to endlessly experiment to grow one's art is contagious.

☞

*Presidents' message, continued*

Another program we are starting is Art Therapy (paint-in). We have space for 8-10 people at the back tables. It is a drop-in, first-come, bring what you are working on, and just have fun painting together. Date for *November* is the *20th 1-3PM*.

December is a busy month so we will just have our Holiday Party on the 15th from 11AM-2PM at the Woman's Club. Take-in for the monthly show at The Gallery will follow on December 17 from 10AM-2PM.

With the year coming to an end, it's time to pay dues. Those who renew early are good through 2019. FAA offers not only great meetings with art demos and classes, shows to win cash money, a digital lending library, Plein Air Competition and Show, a newsletter, website, member directory as well as opportunities to volunteer to work with children, but now has increased value with a gallery to show your work each month for ribbons as well as a space to teach classes.

With this increase in value and benefits, the Board feels it is time to raise the dues to \$65 for a single and \$85 for a family membership.

A new level of membership has also been created. Become a Gallery Sponsor for \$200. This sponsorship is good for ten months from date of payment. A sponsorship along with your regular membership allows you to put **three works** in each monthly show for ten months at no additional cost unless the work is oversized. In that case a \$5 fee is required.

Regular show fees are \$10 per piece for members (unless oversized), limit three, and \$15 for non-members with a piece limit of two. Everyone who shows is required to sit a three-hour shift or pay another member to sit in his/her place. Insurance requirements will not allow non-members to sit.

Did you know that 2019 is the 50th Anniversary of the incorporation of FAA? Your Board is planning a big event and additional activities to celebrate this milestone.

And finally, at the November meeting, elections for the Board will be held. It takes many hands to keep an organization functioning as well as FAA does, so please step up to volunteer when asked and be a part of this great organization's leadership.

And, no matter how busy you are, still find time to paint!

*Julie and Ruth* 

## THE GALLERY

### October/November Show Winners

#### Photography

**1st Place, Russ** Levine, Abandoned and in the Red  
Honorable Mention, George Compton, Early Morning

#### Mixed Media

1st Place, Rikki Reinholz, Casini 37  
Honorable Mention, Sampler, Carol Zaleski

#### Pastel

1st Place, Julie Compton, Mary's Roses  
Honorable Mention, Susan Frommer, Relics from the Old Ranch

#### Oil / Acrylic

1st Place, Si Osgrove, Fallbrook Citrus Trees  
2nd Place, Marjorie Weaver, Reclining Princess  
3rd Place, Kathy Stradley, Sun-Cup Serenade  
Honorable Mention, Carol Reardon, Morning Light  
Honorable Mention, Jeanne Pickard, Tower 13  
Honorable Mention, Al Valpy, Stormy Seas  
Honorable Mention, Jan Carré, Attitude

#### Watermedia

1st Place, Keri Richmond, Mustangs in the Mist  
2nd Place, Ruth Parker, Pearce's Pumpkins  
3rd Place, Anne Youngblood, Quiet Interlude  
Honorable Mention, Penny Fedorchak, Artist's Inspiration

#### Computer Art

1st Place, Louis Nidorf, Where are You?  
Honorable Mention. Patricia Hartman, Big Creek Winter

Congratulations to all the winners and many thanks to judge, Karen Langer Baker. 

### THE GALLERY'S Grand Opening Scheduled for January, 2019

Plans are in the works for our Grand Opening in January. The Board has several ideas to make this event a big success and you all probably will have some great ideas as well. So, be sure to communicate these to a Board member for action at November's general meeting.

It appears we will be able to rope off Hawthorne where we can set up various booths and have music and activities for the attendees.

The Board has been meeting to generate ideas for fund raising beyond our membership and sponsorships. All ideas welcome. This will be a "all hands on deck" process where each member can contribute in some way to make THE GALLERY a successful venture.



## FAA FALL SHOW WINNERS AT THE BRANDON

**Best of Show** - Umbrella Girl - Louis Nidorf

**First place** - Mandarin Mountain Grove - Karen Langer Baker

**Second place** - Evening Snacks - Anita Plaks

**Third Place** - Low Light - Kathleen Morgan

**Thordarson Award** - Umbrella Girl - Louis Nidorf

*Plein Air* - Autumn Trees- Christine Bowman

**Color** - Keepers of Solutions - Noreen Ring

**Composition**- Dressmakers Shop - July Richardson

**Narrative** -Fiddle Dee Dee -Rikki Reinholz

**Merit** - Lucky Dogs - Jeanne Pickard

**Merit** - Palomar Mountain Oaks - Linda Thorne

**Merit** - Physical Therapy - Kimberly Walker

**Merit** - Paint What You Love - Penny Fedorchak

**Merit** - The Lonely Commuter - Diane Jansen

**Merit** - The Road Home - Patricia Hartman

Congratulations, winners.

### **The Gallery Successfully Opens Due to Donations From Many Supporters**

So many members and supporters worked so hard to meet the September door opening of our new gallery making donations in dollars, materials and labor. We believe our members will agree that the results of all that hard work are outstanding. The space is so light and bright thanks to the large windows opening onto two streets, the solar tubes' natural light, the extra spot lighting installed, the repainted bright, white walls and baseboards and the new attractive flooring.

It would be lovely if all members would personally thank those who made the dream come true.

Your current co-Presidents, Ruth Parker and Julie Compton, really got the proverbial ball rolling by their donations. Ruth donated \$20,000 (!) plus the labor for pedestals, walls, part of the new floor and Julie donated \$3500 for the awning signs (don't they look great?), part of the floor and other items for the gallery. We would still be dreaming of a gallery without their incredibly generous donations.

Our GoFundMe campaign brought in another series of monetary donations. Many, many thanks to the following donors:

Carilyn Vice - \$150

Patricia Hartman - \$100

Jan Carre - \$100

Diane Jansen - \$100

Carol Hardy \$50

Kathie and Scott Papera - \$105

Kate Malik - \$250

Gabriella Papera - \$50

Luke Papera - \$10

Kenneth Luey - \$25

Antonio Guerra-Watson - \$40

Deborah Phelps - \$20

All sorts of other items were needed for The Gallery to function such as cleaning supplies, waste paper baskets, chair, tables, podium, file cabinet, binder for bios.....the list goes on. The following people stepped up to provide these things:

Virginia Harris

Carol Reardon

Ray Fedorchak

Susan Frommer

Si Osgrove

Bill Rupp

Rikki Reinholz

Shirley Calvert

Annie Youngblood

Debbie Forbes

Carol Hardy

Jan Carre

& Jason Horejs for donating two copies of his book, "How to Sell Art" which we are using in our training sessions for gallery sitters.

It bears repeating that many people working together can achieve great things. We proved it!

ENORMOUS THANKS TO ALL!

### **Some Tips for Shows**

The following information will be especially useful to our new members, but a few reminders to our current and continuing members might be welcome as well.

Our members who assist with intake for the shows volunteer their time to do this. To make the process go as 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.

Please make sure your frames are sturdy and intact (no chips, scratches) and the glass (if applicable) is clean. Use offset clip with screws to fasten the 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)



*Show Hints, continued from page 3*

D-rings for your wire attachment and be sure to tape the ends of the wire to prevent anyone cutting him/herself 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 attach your D-rings 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.

If you leave too much slack, when the painting is hung, the hook will show above the painting, and this does not look good! If you run the wire straight across the frame with no or very little slack, it makes it really, really hard for the volunteers who do the hanging to get the wire to catch on the hook.

Once you have determined the correct wire length as discussed above, cut the wire a couple of inches past the D-ring, wrap the extra length around the main wire, tape the ends and you are done.

Oh, one more thing about the paperwork. The intake forms for our Gallery shows are on our website, [fallbrookartassociation.org](http://fallbrookartassociation.org) under the Events and Shows tab. You can download one and then make multiple copies of both pages on your printer. If you do not have a computer and/or printer, then let a Board member know and one of us will be happy to supply you with the forms which you can take to any copy shop and make multiple copies. In that way you will always be prepared to do your paperwork in advance of intake to facilitate the whole process.



Si Osgrve has an EZ-UP canopy for sale. Only opened two times. \$100.  
631-223-9806

The art of creative process is not seeking  
and finding,  
it's bumblng.

☞ Jonathan Safran Foer ☞

## Gallery Sitting Training and Reminders

Now that FAA has its own gallery, each person exhibiting in a show is obligated to sit a shift during the show's duration. We are striving to present a uniform message to our visitors so we have developed a protocol for sitting and have set up short training sessions so every sitter is singing off the same music, so to speak.

During the training each person gets an opportunity to be either the visitor or the sitter and practice these skills. We've had a few laughs during these sessions when we found our normal chatty selves can get tongue-tied when faced with selling our art.

Susan will be setting up some new training days for those who have yet to participate. We are all busy people so we try to work around everyone's schedules.

**IMPORTANT REMINDER:** Gallery Sitters – Please, if you are working the morning shift, after you unlock the door and turn off the alarm, **RETURN THE KEY TO THE LOCK BOX.** Please do not put the key in a drawer, your pocket, or anywhere but the lock box. Thank you.

### More Ideas on Selling Art A Continuing Conversation

Over the years I have learned that if I don't close a sale on the spot, the likelihood of making the sale decreases dramatically. Once a client has walked out the door, the impulse to buy cools immediately and continues to decrease over time. If the question for the collector is "can I live without this piece of art?" the more time that passes after encountering an interesting work of art, the more likely they are to reply to themselves, "apparently I can live without it – I seem to be doing fine so far."

For this reason it can be very tempting to give up on a sale once a potential buyer has walked out the door. **RESIST THIS TEMPTATION!**

While it is true that your chances of making a sale to someone who has walked away may decrease dramatically, they don't decrease to zero, and so follow-up becomes a numbers game. I suspect that if you were to look back over your sales experience, be it in galleries or at art festivals or open studio tours you would see that it is a pretty small percentage of your traffic that turns into a sale. In our gallery we have found that we have to have over 100 visitors to produce one immediate sale (of course we are always working to improve this ratio). Sure, it's great to make the one sale that comes naturally simply by the law of averages, but if

that is the only sale we are making, we are missing out on a tremendous opportunity to make additional sales to the other 99 visitors we have had to the gallery. As an artist or art sales professional, you too can increase your sales by becoming better at follow-up. It's pretty simple; if you don't collect your customer's contact information, you can't follow up.

*(Our card file on the desk and our guest book can retain contact information as long as you remember to have customers provide it).*

### **Stop Handing Out Business Cards, Brochures and Photos of Your Artwork**

"Here, let me give you a brochure so you can remember the artwork and my card so you can call me if you are interested in purchasing this piece." This is a pretty common approach to try to salvage a sale when a customer is walking away. If you follow this approach you can probably confirm that it's not effective. Realistically, most of the time your brochure and business card are going to end up in the bottom of a drawer if you are lucky, and in the trash if you're not.

Rather than give out a business card we have developed a simple technique that works most of the time. When we have a client express interest but indicate they are not ready to buy we say:

"Let me email you an image of the piece, along with the dimensions and info." Then hand them *a blank file card from the card file and request full contact information*. Once we have this information we might give the client a brochure and business card, but not before.

### **Begin a Follow-Up Campaign**

Send a note right away. We will often email the clients before they are back to their cars. There's no time like the present, when your encounter with the client is still fresh on your mind, to begin following-up.

This note is going to be very simple, but personalized to the client, including the following details:

Thank you for visiting

Here's the image I promised

Please let me know how I can be of service

Attach the image along with the size and price to remind them of the details.

Several days later send another note, again with the image and details, and some other tidbits of information about the piece (the inspiration behind it, for example). Don't give all your information at once - ration out the information so that you have additional excuses to contact them in the future. More next issue.

*Thank you to Jason Horejs, Xanadu Gallery* 

## **What's New Around the Southland**

November 3- Dec 24 - Art of the Holidays - Fallbrook Art Center - Open Daily  
November 11 - January 4 - Fallbrook Artists show-cased at new Art Show - Fallbrook Library  
November 11 - Front Porch Gallery reception for San Diego Book Arts , California Natives- noon-2PM-2903 Carlsbad Blvd.  
November 12 - FAA Board meeting - 9:30 AM  
November 15 - Art Assist at the Fallbrook Library 3:00PM  
November 17 - FAA General Meeting - Christine White Demo - 9:00AM, Womens Club  
November 19 - Intake for Nov./Dec. show at The Gallery - 10AM-2PM  
November 20 - Hang show - 10AM  
November 20 - TVAL general meeting - Kathi Fox demo in acrylic - Assistance League, 28720 Via Montezuma, Temecula  
November 20 - Art Therapy at The Gallery - 1-3PM  
November 22 - Thanksgiving Day - Happy Thanksgiving, everyone  
November 24 - The Gallery -Nov/Dec show reception - 2-4PM  
November 24 - Village Artisan Faire - 10AM-4PM - Downtown Fallbrook  
November 30 - Community Tree Lighting - Community Center -5-7:00PM  
December 1 - Christmas Parade -Downtown Fallbrook 5:00PM  
December 2 - Hanukkah begins  
December 3 - GEM of the Valley Art Assoc. Holiday party - 1:00PM - Murrieta Senior Center, Juniper St. Murrieta  
December 15 - FAA Holiday Party - 11AM - 2PM- Womens Club (and Susan's birthday - just so you know- hee, hee)  
December 18 - TVAL Holiday Party - 5PM - Assistance League, temecula  
December 21 - First day of winter ---brrrrr  
December 25 - Christmas Day -  
December 26-30 - Rest and be Thankful  
December 31 - New Year's Eve  
January 1 - We start the New Year  
Note - The Gallery will be closed Thanksgiving, Christmas and New Year.  
Let's make it the best year ever for FAA!

**FALLBROOK ART ASSOCIATION**

**P. O. BOX 382**

**FALLBROOK, CA 92088 - 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 92088-0382

Please circle any information you DO NOT want to appear in our directory

**First name** \_\_\_\_\_ **Last Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**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** \_\_\_\_\_