



# ARTI-FACTS

a monthly newsletter for members of the

## Santa Clarita Artists' Association

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Home of the Live Oak  
Non Profit 501c3  
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### VOLUME 24, ISSUE 1

### JANUARY 2012



## PRESIDENT'S CORNER Zony Gordon

**Happy New Year to all of you!**

All my best wishes for a great 2012 as I write my final article. I will be unable to fulfill a second term as President due to my new work commitments but will remain on the board and continue a few projects. Board Secretary Laurie Morgan, next in line under the 2012 Executive Board line-up, has accepted to be the President by virtue of succession under the bylaws in lieu of Pat Thayer- current VP who has declined. Diane Bruckner remains as Treasurer, and Patty O'Hearn is the new Board Member.

The Secretary position is available, and anyone that would like to run, please let us know, or come to the January meeting where we will finalize the vote. The January meeting on Monday, January 16 will feature artist Frank Eber as special guest who will do a watercolor demo. Should be fun and exciting! Don't miss it!

Our year-end review of 2011 shows a full line-up of activities and collaborations in the last 12 months! We had two SCAA art exhibits at Barnes & Noble in February and May (members and scholars respectively), "SCAA Vine2 Wine" art exhibit at Biomedical Park with Circle of Hope in June, SCAA Summer Art Festival at Tournament Players Club in July, the Garden Shed Project at Central Park in August, Union Bank "Spirit of the Arts" art exhibit in September, the 10<sup>th</sup> Anniversary of 911 art exhibit at the C.O.C. Performing Arts Center in September, the SCAA Art Classic in October, the First Thursday of the month Art Walk and "Senses" (monthly), the Single Mothers Outreach art exhibit at the University Center and the Westfield Mall (ongoing till March), and of course, the inauguration of our much-awaited Art Gallery at the Westfield Town Center in December.

The regular venues also featured our art including Canyon Theatre Guild, Samuel Dixon Health Center, Elite Smiles, Providence Holy Cross and Professional Tax and Business Services.

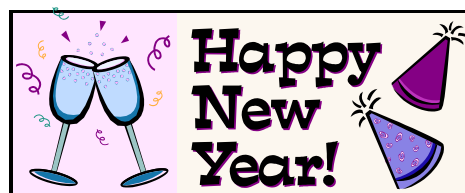
The attendance at the monthly membership meetings at Barnes & Noble has doubled. We have recruited more demo artists for our general meetings, and our member volunteers have also multiplied in number. Some SCAA artists likewise had a chance to show their expertise in front of the members during meetings or "live" demos.

My thanks to Sandy Fisher and Diane Bruckner for spearheading the management of the Art Gallery and also to the members of the new Gallery committee being formed! Clearly, a lot of the members are enthused to share their time and expertise in making art more visible in our community. As far as our Annual Art Classic, the tentative date is Saturday, October 20, 2012 at Hart Hall. We will need a lot of volunteers for this major SCAA fundraiser.

We are also looking for 2012 volunteers to handle the Phone Tree and Venue Coordination of Elite Smiles. Please email [pdthayer2391@sbcglobal.net](mailto:pdthayer2391@sbcglobal.net) if interested. 2012 looks very bright for all of us artists and I am looking forward to it! A line-up of spring activities is already being planned and will be discussed in the coming newsletter. The City is also full of great plans for the community artists. Watch out for the email blasts as well and congratulations to our 2012 board members!

Thank you, all!  
Keep the light of art burning!

Sincerely,  
Zony Gordon-Outgoing President





## Calendar at a Glance

- January 3: SCAA Board Meeting
- January 16 : SCAA General Meeting at Barnes and Noble
- January 13: New exhibit begins at the SCAA Gallery
- January 21: City of Santa Clarita trip to the LA Art Show- "Modern & Contemporary"

## Art Classic Ticket Selling Contest

*Our grand prize winner of \$100 went to Janet Recchia for selling the most Art Classic tickets - she sold 21.*

*Second place of \$50 went to Trae Mundt who sold 10.*

*For those who sold 4 or more tickets, their names were put in a drawing to win 2 bottles of wine. The winner was Pat Thayer.*

*Congratulations to all!*

## SCAA Gallery Grand Opening on December 13th

The SCAA celebrated in style at the Grand Opening and Ribbon Cutting Ceremony for our new gallery at Westfield Valencia Town Center! Many City officials and Chamber of Commerce members were in attendance to introduce the new gallery to the community. Many thanks to all the volunteers who helped set up the gallery and prepare the food for the event. Special thanks to Miyuki Christina for her amazing violin skills. Check out more photos on the Santa Clarita Artists Association Facebook page!



## Snow Day at Valencia Town Center



Melanie Florio and her elves spread some holiday cheer and made hundreds of children happy at the Valencia Town Center "Snow Day" on December 10th from 12-3. They assisted attendees with holiday crafts of cotton ball snowmen and clothespin reindeer. The children had a blast!

Barbara Ralsten also volunteered for the event and was busy handing out flyers to the parents letting them know about our gallery Grand Opening on December 12th. It was a great day..and everyone got to enjoy the snow brought in for the event!



## Make Art Daily



The better you are technically, the easier it will be to handle the production of your art and refine your style. So get into the studio and make art regularly. Develop production habits and create momentum for yourself.

The more you make, the better and faster you will make it. The better and faster you can make it, the more you will want to create.



## KUDOS!

- Laurie Morgan was cast in the stage production, "Jewtopia" playing at the Repertory East Playhouse in Old Town Newhall, January 20<sup>th</sup> – February 25<sup>th</sup>, 2012.
- Laurie Morgan sold the paintings, "Seaside Cottage", "Choices" and "Juicy Fruit" this year at the Lonny Chapman Theatre in North Hollywood.
- Idelle Tyzbit's sculpture "Journey" was accepted into the Sylvia White Collectors Choice Exhibition. 500 artists entered 1800 pieces of art. Of that, 50 pieces were selected. Idelle's piece "Journey" was one of the fifty. The jury for this exhibition was 25 of the gallery's best collectors. The opening reception is Saturday, January 7th from 3 - 5pm, at the Sylvia White Gallery in Ventura. The exhibit will run from January 4th through February 11, 2012. The Sylvia White Gallery is located at 1783 E. Main Street, Ventura, CA 93001.
- OUT WEST owner, Bobbie Jean invited Jaylene to display her HEART COLLAGES and her jewelry for Valentine shopping in her shop during the month of January.
- C M Cooper is going to be in the show "Purely Physical" at La Galleria Gitana from Jan 21st until March 23rd. She is currently in the 6th Annual Great American Figurative Artists show at Waterhouse Gallery, Santa Barbara with many top artists such as Jeremy Lipking and Robert Combs to name a few.

## FUN WAS HAD BY ALL AT THE SCAA HOLIDAY PARTY!

Many members attended the annual SCAA Holiday Party on December 19th at the home of Jane and John Dietz. They are always such great hosts. The new Executive Board was inducted, winners of the Art Classic Ticket Selling Contest were announced, and lots of great food and fun were had by all. Thanks for a great 2011!



**661Arts & the City of Santa Clarita**  
Invite you to attend the 2012 L.A. Art Show

**Coach Tour**  
**Saturday, January 21**  
**9:00 am to 3:30 pm**

The new **LA Art Show: Modern & Contemporary** features bold and exciting work from today's great artists and influential visionaries. The show brings together many of the top galleries from around the world, creating a vibrant atmosphere!

**"You will be overwhelmed with the immense art and all the styles; it is mind-blowing.."- Jaylene Armstrong**

The day will begin at City Hall with coffee and pastries. At 9:30 a.m. we will board the coach and drive down to the Los Angeles Convention Center to visit the show. You will have three and a half hours to see the show before boarding the coach at 2:30 pm for the trip home.

**Tickets for this trip are \$28 per person and include coffee and pastry, roundtrip transportation to the Convention Center, and L.A. Art Show admission. The Deadline to purchase tickets is Friday, January 13, 2012 by noon.**

To purchase, please visit [www.secure-santa-clarita.com/estore](http://www.secure-santa-clarita.com/estore) or mail a check (made out to City of Santa Clarita) to:  
City of Santa Clarita  
L.A. Art Show  
20880 Centre Pointe Parkway  
Santa Clarita, CA 91350

To learn more about the show, please visit [www.laartshow.com](http://www.laartshow.com)





Business card designs created and personalized for you \$50-90  
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## THE SCAA GIVES A HUGE THANK YOU TO

**Westfield** Valencia Town Center

**FOR OUR NEW GALLERY SPACE!  
WE LOVE OUR NEW HOME!**

### KEEP INFORMED ONLINE!



Be sure to keep up to date with all the happenings of the SCAA on our website: [www.santaclaritaartists.org](http://www.santaclaritaartists.org) and on our Facebook page at: Santa Clarita Artists Association!

## ADVERTISING IN THE NEWSLETTER

Advertising rates are shown below. Please send a check payable to **SCAA** to: Lisa Barr, 15103 Doug Road, Canyon Country, CA 91387. Send ad copy (jpg format is preferred) to [lisa6inca@sbcglobal.net](mailto:lisa6inca@sbcglobal.net). Questions call (661) 424-1520.

Per One Month	Members	Non-Members
Business Card 2"x3½"	\$10	\$15
¼ page 5" x 4"	\$20	\$25
½ page 5" x 8"	\$35	\$45

## FRAMES CONNECTION

Your wholesale connection to the finest in Custom Framing, Pre-Framed Art and Mirrors.

- Thousands of frames to choose from.
- Friendly framing consultants ready to assist you.
- All of our work is done by expert framers right here in our Santa Clarita Store.

**Santa Clarita Artists' Association Members Receive 10% Discount**

26450 Ruether Ave., #203 Santa Clarita  
(Off Soladad Canyon Road, just south of Home Depot)

(661) 250-8420



### The 2012 SCAA Executive Board

Board Member Patty O'Hearn, Vice President Pat Thayer, President Laurie Morgan, Outgoing President Zony Gordon (not pictured: Treasurer Diane Bruckner)

## REMINDERS

**BOARD MEETINGS** are the first Monday of the month. Members are welcome to attend. Please give 24-hour notice to President Laurie Morgan; [laurie@lmorgan.biz](mailto:laurie@lmorgan.biz)

**ALL members receive a FREE web page.** This includes your Bio or Artist's Statement, 2 - 3 images of your art work, headshot and contact information. You have to contact me to set this up, it is not automatic. If you already have a web site send me your web site address and I will post the link. Diane Bruckner, SCAA Web Master, [dianebruckner@aol.com](mailto:dianebruckner@aol.com) or 661.803.2350

**Deadline For Newsletter Articles And Advertising Is The 20<sup>th</sup> Of The Month Prior To Issue**

**KUDOS** Are you having an Art Show? Did you win an award? Let us know and we'll give you "Kudos"

# EXHIBIT VENUES

## CANYON THEATRE GUILD HALLWAY GALLERY

24242 Main St. Old Town Newhall

Trae Mundt will be exhibiting from January 27 – February 26, during the theatre's performance of "Gypsy" and "A Little Princess". Her exhibit will run through the First Thursday Art Walk on March 1<sup>st</sup>. The next slot is available. To exhibit at the CTG please contact Laurie Morgan at [laurie@lmorgan.biz](mailto:laurie@lmorgan.biz) or (661) 259-6789. All art is juried by committee. Come support live theater in Santa Clarita – and our members' artwork on display! For reservations call (661) 799-2702.

## ART OF HEALING PROVIDENCE HOLY CROSS

26357 McBean Pkwy., Santa Clarita, CA 91355

Contact: Trae Mundt, [trae@trestrae.com](mailto:trae@trestrae.com)

Change out is Friday, February 24, 2012 from 12:30-2:30.

An 'Art of Healing' program helps to aid patients in the return to wellness. Artists are asked to loan their artwork for 3 months to the oncology treatment rooms. They need a variety of sizes and do need some very large ones too. Uplifting, calming, peaceful, beautiful artwork is requested. To not interfere with patient appointments, artists must bring their art and collect previous artwork during the change out time frame only. Artwork will be accepted **ONLY** during the change out time frame. If you cannot make this time frame, please arrange to have someone else pick up your artwork. Please park in the back parking lot behind the building, there will be an open door for you to deliver your artwork. All release forms **MUST** be filled out before drop off. **They will not make copies** and **they will not accept art without release forms.** You can download and print the forms from the SCAA website: [www.santaclaritaartists.org](http://www.santaclaritaartists.org). Click on "FORMS/HANDOUTS", then click on **Providence Holy Cross - Art of Healing Waiver & Release Form**. They will need 2 copies; you keep a 3<sup>rd</sup> copy as your record. Contact: Trae Mundt at [trae@trestrae.com](mailto:trae@trestrae.com).

## PROFESSIONAL TAX AND FINANCIAL SERVICES

25124 Springfield Ct. Ste 260

Santa Clarita, CA 91355 The first exhibit at this new venue began on December 16<sup>th</sup> and will continue for four months. Future exhibits will be three months in duration. All work will be juried. Professional Tax & Financial Services is Santa Clarita's largest tax office and has been in business in the Santa Clarita Valley for over 40 years. It's a family run business specializing in tax preparation, bookkeeping, investments and tax consultation providing year around service for their clientele.

For more information regarding this venue, please contact Trae Mundt at [trae@trestrae.com](mailto:trae@trestrae.com).

## SAMUEL DIXON FAMILY HEALTH CENTER

23772 Newhall Avenue, Santa Clarita, CA Change out at Samuel Dixon is Tuesday, January 24<sup>th</sup> from 2:30 - 4 p.m.

Paintings should be colorful and cheerful - size limit is 36x36 and a maximum of four paintings.

Questions? contact Gerda Maxey - [danandgerda@aol.com](mailto:danandgerda@aol.com), (818) 362-3254

## ELITE SMILES FAMILY DENISTRY

24155 Magic Mountain Pkwy, Valencia, CA

Elite Smiles Change Out is Monday, January 30<sup>th</sup>, 2012 from 2 to 4 PM. Call Jackie Nichols if you would like to hang paintings there. It is a 3 month period; next change-out will be in late April of 2012. I am still looking for someone to take over this venue. You only have to do it 4 times a year. I am having serious back problems and it is hard for me to hang the paintings now. If you don't want to do it alone, buddy up with a partner. My number is: 661-259-1528. If you have questions, call me. Jackie Nichols

## VALENCIA ART AND FRAMING

25850 McBean Parkway, Valencia, CA

Those interested in showing their work at Valencia Art and Framing can email Patty O'Hearn at [pattyohearn@ca.rr.com](mailto:pattyohearn@ca.rr.com) or call 255-1472. She will put your name on the list. Each artist will be able to hang about five or eight paintings and place several others on easels in the front area of the store. A committee will assist in the display and also jury the pieces and check the frames and wiring. The exhibit will be for two months unless other arrangements are made. Both the SCAA and the proprietor will take a 10% commission on sales. There will be a small sign in the window indicating SCAA and the artist's name.

# 2012 SCAA Board of Directors and Committee Chairs

## 2012 EXECUTIVE BOARD

**PRESIDENT** –Laurie Morgan, laurie@lmorgan.biz  
**VICE PRESIDENT**- Pat Thayer, pdthayer2391@sbcglobal.net  
**RECORDING SECRETARY** - OPEN  
**TREASURER** - Diane Bruckner, dianebruckner@aol.com  
**BOARD MEMBER**-Patty O'Hearn, pattyohearn@ca.rr.com

## 2012 COMMITTEE CHAIRS

**661 ARTS REP**—Patty O'Hearn, pattyohearn@ca.rr.com  
**ART CLASSIC CO-CHAIRS**— Diane Bruckner-dianebruckner@aol.com  
Laurie Morgan, laurie@lmorgan.biz  
Pat Thayer, pdthayer2391@sbcglobal.net  
**EVENTS TECHNICAL DIRECTOR** - Howard Marcovitch, chercreations@aol.com

## 2012 GALLERY COMMITTEE

**GALLERY CO-CHAIRS** - Diane Bruckner, dianebruckner@aol.com  
Sandy Fisher, sandyfisherfineart@yahoo.com  
**GALLERY COMMITTEE** - Lisa Barr, Evie Cook, Laurie Finkelstein, Melanie Florio, Richard LaMotte

## EXHIBIT VENUES

**Art of Healing - Providence Holy Cross** - Trae Mundt, trae@trestrae.com  
**Professional Tax Services**-Trae Mundt, trae@trestrae.com  
**Canyon Theatre** - Laurie Morgan, laurie@lmorgan.biz  
**Elite Smiles** - OPEN  
**Professional Tax Services**-Trae Mundt, trae@trestrae.com  
**Samuel Dixon Family Health Center** - Gerda Maxey – danandgerda@aol.com  
**Tournament Players' Club Summer Art Festival** – Zony Gordon, zonygordon@att.net  
Patty O'Hearn, pattyohearn@ca.rr.com  
**Valencia Art and Framing**– Patty O'Hearn, pattyohearn@ca.rr.com

**GRANTS** - Zony Gordon, zonygordon@att.com; Patty O'Hearn, pattyohearn@ca.rr.com

**GRAPHICS** - Evie Cook evcook333@yahoo.com

Bob Hernandez dichos1@hotmail.com

**HISTORIAN & SUNSHINE CHAIR** - Cheri Marcovitch, chercreations@aol.com

**HOSPITALITY STORAGE** - Cheri Marcovitch, chercreations@aol.com

**MEMBERSHIP** - Jackie Sofen, myrsof@earthlink.net

**MEMBERSHIP ROSTER** - Lorlinda Osborne, ljomco@hotmail.com

**MONTHLY MEETING PROGRAMS** - Patty O'Hearn, pattyohearn@ca.rr.com

**MONTHLY MEETING HOSPITALITY** - Laurie Finkelstein, laurie@lauriebethart.com

**NEWSLETTER EDITOR** - Lisa Barr, lisa6inca@sbcglobal.net

**NEWSLETTER SNAIL MAIL** - Ken Ross, kenrossrb@aol.com

**PHONE TREE** - OPEN

**PUBLICITY & EVENTS** - Olga Kaczmar okaczmar@earthlink.net

**SCHOLARSHIP** - Patty O'Hearn, pattyohearn@ca.rr.com and  
Pat Thayer, pdthayer2391@sbcglobal.net

**WEBMASTER** - Diane Bruckner, dianebruckner@aol.com

**BOARD MEETINGS ARE GENERALLY HELD THE FIRST MONDAY OF THE MONTH.** Members are welcome to come.  
Please give 24 hour notice to Laurie Morgan, laurie@lmorgan.biz