



ARTI-FACTS

a monthly newsletter for members of the

Santa Clarita Artists' Association

26893 Bouquet Canyon Rd., Ste. C, #305

Santa Clarita, CA 91350-2374

661.244.7689 www.santaclaritaartists.org

Home of the Live Oak
Non Profit 501c3
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PRESIDENT'S CORNER Laurie Morgan

We have so much going on in the next few months! All the information you need is in the newsletters and e-blasts we send out so I won't take up space here to repeat. But I do need to mention something wonderful. Thanks to Zony Gordon and Patty O'Hearn's grant writing skills, the SCAA has been given a \$5,000 grant from the city for our Summer Arts Festival. Thank you so much Zony and Patty! Keep reading the newsletters and e-blasts for information later on about the Festival.

On another note...has anyone noticed the beginning of Spring? My eyes have been popping out looking at all the flowers starting to emerge and the myriad shades of green leaves. I don't see how any artist can resist creating during the spring months.

Warm weather brings more people outdoors too. I hosted the Gallery twice in one weekend and I noticed a huge difference in people coming in. One day was grey and gloomy and there was only a smattering of guests. The other day was cool but bright and sunny and people were coming by the entire time. So get your warm, friendly smiles ready for the next few weeks because as Gallery Hosts we may be the first thing an Interested artist may see. So far every member I've hosted with has had the perfect attitude; happy to be there, happy to help, happy to answer questions. So let's keep on being great Ambassadors for the SCAA.



Calendar at a Glance

- April 10:** Check in art for new SCAA Gallery Exhibit
- April 16:** SCAA General Meeting at Barnes And Noble
- April 18-24:** Union Bank Art Exhibit
- April 20:** Union Bank reception
- April 20:** Deadline to submit work to be juried for Professional Tax & Financial Services
- April 27:** SCAA Gallery Artist Reception

SCAA Members' Public Art

On March 15th, the newest art work in the City's public art collection was installed along the South Fork Trail behind the Toyota Dealership just off Valencia Blvd.

Dianne Foderaro's piece, "The Spirit of Santa Clarita," is now on display for the community to enjoy. Please go out to the South Fork Trail and see the new art.

The piece is the first in a series of three art projects that will eventually be placed on the Trail between McBean and Valencia. A large sculpture by artist Scott Bruckner will be installed soon midway between the two streets, and a sound art project by CalArts will be placed along the Trail in mid-May. Exciting times!



Make a Difference: Volunteer!



Become more active in our group!

We have some positions open; one of them is right for you!

Help and training is always available:

1. Webmaster

2. Monthly Meeting Program Coordinator

If interested or for more info, please contact
Laurie Morgan: laurie@Lmorgan.biz or 661.259.6789



Art Exhibits and Workshops

Thousand Oaks Community Gallery, 2331-A Borchard Road
Westlake Village Art Guild

Fred Stone – Very Special Exhibition

Friday, April 27, 2012 – 11:00 a.m. to 7:00 p.m.

Saturday, April 28, 2012 – 11:00 a.m. to 5 p.m.

Watercolor Workshop with Rita Joyce

April 28, 2012 from 10:00-3:00

Simi Valley Town Center SVAA Gallery

For more information contact Rita Joyce at 805-522-8026

Call to Artists-Ventura Arts in the Park

Ventura Harbor Village

August 18th, 10am-6pm & August 19th, 10am-5pm

For information, call Barbara Hinton at 805-650-9858

City of Santa Clarita Pageant of the Masters Excursion

Sunday, July 22, 2012

5:30 pm – 12:15 am

Contact Jeff Barber at, jbarber@santa-clarita.com

or 661.250.3779

Watercolor the Wendon Blake Way with Olga Kaczmar

Begins Wednesday, June 13th and continues for 4 weeks

6:00-8:00 p.m. at the Sports Complex-Activity Center

For more information contact the Center at 661-250-3700

"The artist is a receptacle for emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider's web."

-- Picasso.



The Santa Clarita Artists' Association donated a limited edition hand-pulled giclee by CM Cooper to the silent auction for the 41st Annual Providence Holy Cross Foundation Golf Classic and Auction on March 26th at the Valencia Country Club.

The work by CM Cooper, titled *Another Sunday Morning*, won the award for Best of Show at the 2011 Annual Art Classic.

"Never leave a painting mediocre; it's better to take a chance with it." -- Guy Corriero.

Invitation

Please come and join us
For a Fine Art Show and Reception
Featuring artwork by members of the
Santa Clarita Artists' Association

Date: April 20, 2012

Time: 6:00 p.m. – 8:30 p.m.

Location: Union Bank (Newhall Branch)
23620 Lyons Avenue
Newhall, California 91321

Refreshments will be served.
Artists will be present.

Please RSVP to Amado Orellana
of Union Bank (661) 287-6369.

Sponsored By:





Artist's Reception
Original Art by
Laurie Morgan



Saturday, April 14th 12pm-5pm
Valencia Art & Framing
Granary Square
25850 McBean Parkway, Valencia
Exhibit on display
March 1st - April 30th
Wine and Refreshments will be served
RSVP laurie@Lmorgan.biz



KUDOS!

- Laurie Morgan's painting, "Tikkun Olam Heal the World" was accepted at the juried HSC Centennial Exhibition "HADASSAH THROUGH THE EYES OF THE ARTIST" at The Zena & Pauline Gatov Gallery, Long Beach. March 16 – April 15, 2012.
- Congratulations to Laurie Finkelstein on the sale of her second painting at Egg Plantation!
- Idelle Tyzbir had six sculptures selected for display at Gallery 4N5 in San Francisco, including her newest pieces Down and Out Blues and Counterpoint. You can see Idelle's work at www.idelleart.com.
- Evie Cook sold her print "Music" at the SCAA Art Gallery. Congrats, Evie!

What's New at the Gallery?

Important Dates: The current exhibit will be up until April 7th. The next exhibit will be held from April 13-May 27. Accepted Artists should drop off their work on Tuesday, April 10th from 4-7 p.m. An Artist Reception will be held on Friday, April 27th from 6-9 p.m.

The gallery is getting ready for the 4th exhibit soon; time sure does fly! We have received many nice comments from visitors about the great quality of work shown. The new exhibit will feature many members who have not previously shown in the gallery, so be sure to stop by! When you are hosting, remind visitors that the art is rotated out on a regular basis so they will be sure to come back again! Also, encourage them to sign our guest book before they leave.

We have many entries for the upcoming Quarterly Hosting Award of a \$250 framing certificate from Fast Frame. The first winner will be drawn at the SCAA General Meeting on April 16th. Good luck! Thanks so much to those volunteers working additional hosting shifts at the gallery and to those hosting that aren't in the current exhibit. Your help is greatly appreciated!

The Gallery Committee is looking for someone who is experienced in installing window protection from the sun. This individual will research what is needed for the upper windows and the cost to get it installed. The project will need to be completed before summer so we can protect art near the window and cut down on air conditioning bills. For additional details, please call Evie Cook at 323-422-8213.

ART FAIR
Sat. May 19th
10am-6pm

Great shopping!
Great art!
Great home furnishings!

HOME
Consignment
Center, Valencia

Fun Art Fair in Home Consignment Center's parking lot!
Fine Art provided by the Santa Clarita Artists' Association
Great arts and crafts, all kinds of items for the home, office, etc.
Reasonable prices

Art Fair is located in The Gateway Promenade, only 2 miles north of Magic Mountain.
28758 The Old Road, Valencia, CA. 91355
across the 5 Fwy from the Marriott Courtyard




"Of This Earth"




A selection of
original
watercolors
& class studies




Sandy Fisher
Watercolor Artist

Canyon Theatre Guild
24242 Main St., Newhall,
CA
On Exhibit
March 30 – May 3

You're Invited!
Artist Reception
Friday, April 13th
4:00 – 7:00 pm



Before adding the finishing touches to your artwork, take a picture with your digital camera using the black and white setting, or change it to black and white on your computer. You'll be able to quickly judge if your values are correct. Also, if you are sending a picture for a non-color publication, put these digitals on your computer screen to decide which ones will look the clearest in black and white.



Having trouble with the caps on your paint tubes getting stuck and hard to open? Place a small square of saran wrap over the tube before replacing the cap, it keeps the paint from drying on the inside of the cap and sticking to the tube. Much easier opening!

-(tips courtesy of Jerry's Artarama)

Demo at General Meeting



The March 19th General Meeting featured Hong Kong oil impressionist painter Timothy Tien (<http://timothytien.blogspot.com/>). Tim did a demonstration of a boat scene in a quick, loose style while explaining how to mix harmonious colors.

Member Pamela Edge was the lucky winner of one of Tim's original works!



The April 16th General Meeting will feature watercolorist Juan "Magoo" Valencia. Magoo is one of Philippines' foremost watercolorists with more than 100 group art shows to his credit. He is a portrait and caricature artist at Disneyland and California Adventure, judges art shows, and conducts watercolor classes, demos and workshops. He won several awards at city art competitions in Southern California and awarded in Torrance Artist Guild Artist of the Year in 2008 and 2009. His subjects are mostly landscape, seascape, still life & old houses. He is founding father of the Philippine Watercolor Society.



Magoo will demonstrate a few quick portraits and also a landscape scene. Hope you can make it!



New Venue for SCAA Artists!

Just Between Us Boutique

27674 Newhall Ranch Rd. Unit 15 Valencia CA 91355

Submit up to 4 images by email to be juried by a
Committee to Trae Mundt : trae@trestrae.com

(Include name, phone number, title of art, medium, size and price)

Artists to be notified of accepted artwork by email (if accepted your choice of schedule cannot be guaranteed but we will try to accommodate) **Each 6 week rotation will feature one artist's work. Wall space available approximately 4 feet by 20 feet. Suggested price for art to sell is up to \$150.00**

Venue schedule through October 2012:

April 2 through May 14;

May 21 through July 2;

July 9 through August 20;

August 27 through October 8

(All Art should be framed and ready to hang with wire. If unframed, sides and edges must be painted).

Must remain onsite till Change-out.

All standard SCAA rules apply. Venue waiver form to be signed by participants.

Change-out duration may be shorter in the future.

An Artists Reception is very welcome at this location. Artist to schedule with Owner.

Call To SCAA Artists!

Professional Tax and Financial Services

25124 Springfield Ct, Suite #260 Santa Clarita CA 91355
(Valencia Blvd and I-5 Fwy, at the Keller Williams Building)

There has been wonderful exposure for our art these past few months, and now it's time to prepare for our next rotation. Approximately 15 paintings will be hung.

Please submit up to 3 images by email On or before April 20th to be juried by a Committee to Trae Mundt: trae@trestrae.com. Please include name, phone number, title of art, medium, size and price. Submit paintings no smaller than 20 inches wide and 20 inches in height. Larger paintings preferred.

Artists to be notified of accepted artwork by email Friday April 27th. Artwork will be accepted ONLY during the change out time frame: Wednesday, May 2nd from 10:30am to 12:30pm. If you cannot make this time frame, please arrange to have someone else pick up your artwork. All Art should be framed and ready to hang with wire hangers. If unframed, sides and edges must be painted.

Must remain onsite till Change-out- **July, 25 2012**. Release form **MUST** be filled out before drop off.

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 and on our Facebook page at: Santa Clarita Artists Association!

1. Visit the SCAA Facebook page at: Santa Clarita Artists Association
2. "Like" our page
3. If there is an event under the "Events" tab, be sure to RSVP if you plan to attend. You can then invite your friends to the event. Just click on "Invite Friends" and select those friends you wish to invite.
4. Any time the SCAA posts on the Facebook page, you can share it on your Wall. Underneath the post will be the word "share". Just click on that and then on the blue button when the next box appears. You can even add your own text before you share it.
5. Don't forget to click "like" on the articles and news the SCAA posts to the page.
6. Feel free to add comments, post your events and tell your friends about the page so they can "like" it too!

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. 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

REMINDERS

BOARD MEETINGS are the first Monday of the month. Members are welcome to attend. Please give 24-hour notice to Secretary Laurie Finkelstein at laurie@lauriebethart.com

Deadline For Newsletter Articles And Advertising Is The 20th 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". Send articles, advertisements, and photos to Newsletter Editor Lisa Barr at lisa6inca@sbcglobal.net



EXHIBIT VENUES

CANYON THEATRE GUILD HALLWAY GALLERY

24242 Main St. Old Town Newhall

Sandy Fisher will be exhibiting from March 24 – April 29, during the theatre's performance of "Barefoot in the Park" and "Anne of Green Gables". Her exhibit will run through the First Thursday Art Walk on May 3rd. Following Sandy will be Gerda Maxey. Come support live theater in Santa Clarita – and our members' artwork on display! For reservations call (661) 799-2702. To exhibit at the CTG please contact Laurie Morgan at laurie@Lmorgan.biz or (661) 259-6789. All art is juried by committee.

ELITE SMILES FAMILY DENISTRY

24155 Magic Mountain Pkwy, Valencia, CA

Elite Smiles Art exchange will be on Monday, April 30th, from 2 to 4 PM. Contact Jackie Nichols at: nicholski@sbcglobal.net or call: 661-259-1528 if you would like to hang your art work in this Venue. I can use a helper or two also on that day. Please let me know if you are interested in helping to hang the art work and take it down. Artists can hang one or two paintings depending on how many artists participate. We have 16 places to hang the art. It seems like a long time away, but it will be here before you know it. Bless you all and your beautiful art pieces! Jackie Nichols

FASTFRAME

In the Crossroads Shopping Center next to Kohl's.

Artwork must be "unframed". Only FASTFRAME frames in their store. Each artist will be featured for one month. If the art sells while in the store, they request 10%. If, however, the art is purchased and framed in the store, no percentage of sales is requested. If interested, please contact Randy at 661-291-1325. They would also like to extend a 20% discount on custom framing to all members of the Santa Clarita Artists' Association.

JUST BETWEEN US BOUTIQUE

27674 Newhall Ranch Rd. Unit 15 Valencia CA 91355

Submit up to 4 images by email to be juried by a Committee to Trae Mundt: trae@trestrae.com. Include name, phone number, title of art, medium, size and price. Artists to be notified of accepted artwork by email (if accepted your choice of schedule cannot be guaranteed but we will try to accommodate). Each 6 week rotation will feature one artist's work. Wall space available is approximately 4 feet by 20 feet. Suggested price for art to sell is up to \$150.00

PROFESSIONAL TAX AND FINANCIAL SERVICES

25124 Springfield Ct. Ste 260
Santa Clarita, CA 91355

The next exhibit at this new venue will begin on May 4th 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, book-keeping, 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.

SAMUEL DIXON FAMILY HEALTH CENTER

23772 Newhall Avenue, Santa Clarita, CA. Change out at Samuel Dixon is Tuesday, May 22nd 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, (818) 362-3254

VALENCIA ART AND FRAMING

25850 McBean Parkway, Valencia, CA 91355 www.artnframing.com
Hours: Mon-Sat 10 am - 6 pm

Call Peter directly if interested in a one month exhibit: (661) 799-9900

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 - Laurie Finkelstein, laurie@lauriebethart.com
TREASURER - Ted Koscheski, tkoscheski@att.net

2012 COMMITTEE CHAIRS

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 COMMITTEE - Lisa Barr, Evie Cook, Laurie Finkelstein, Melanie Florio

EXHIBIT VENUES

Art of Healing - Providence Holy Cross - 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

661 ARTS REPRESENTATIVES - Zony Gordon, zonygordon@att.com; Peggy Patti, pattijp2@socal.rr.com

GRANTS - Zony Gordon, zonygordon@att.com

GRAPHICS - Evie Cook evcook333@yahoo.com

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

HOSPITALITY STORAGE - Cheri Marcovitch, chercreations@aol.com

MEMBERSHIP - Lorlinda Osborne, lorlinda_art@hotmail.com

MEMBERSHIP ROSTER - Lorlinda Osborne, lorlinda_art@hotmail.com

MONTHLY MEETING PROGRAMS - OPEN

MONTHLY MEETING HOSPITALITY - Suzie Bakman, Jennifer Hill, Dianne Foderaro

NEWSLETTER EDITOR - Lisa Barr, lisa6inca@sbcglobal.net

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

PUBLICITY & EVENTS - Olga Kaczmar okaczmar@earthlink.net

SCHOLARSHIP - Pat Thayer, pdthayer2391@sbcglobal.net; Jackie Sofen, myrsof@earthlink.net

WEBMASTER - OPEN

BOARD MEETINGS ARE GENERALLY HELD THE FIRST MONDAY OF THE MONTH. Members are welcome to come.
Please give 24 hour notice to Laurie Finkelstein, laurie@lauriebethart.com

