



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
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PRESIDENT'S CORNER Laurie Morgan

Our Artists' Association is becoming increasingly public. The exhibit and reception at Union Bank went very well and was much attended by the community. The press was there so we should expect some publicity as well. And our 4th show reception at the Gallery will probably have occurred by the time you read this. Guest visits at our general meetings have increased. Yes indeed, the community is becoming more aware of us. What does that mean to us, our members? First, the obvious, is that we have more places to exhibit our art where there will be people in attendance. Secondly, we have achieved (and hopefully continue to maintain) a higher level of professionalism of which the public has come to expect. This can be a double-edged sword. The positive is that as long as we maintain that professional level we're doing fine. The negative is that now that we are so visible we can't afford to lag.

Don't get me wrong. When I say professionalism I mean in the way we conduct ourselves, promote and present our art. There are many levels of artists in our group. And even those who are just starting out can still show their newly acquired skills in a professional atmosphere.

What does it take to maintain a high level of professionalism in our organization? I have some ideas and I'd also like to hear your ideas. I know as president one of the things I must do is continue to meet and preserve relationships with community leaders; influential and significant members of the community who may have an effective and instrumental capacity to help visualize our goals of making art more visible. We also continually announce shows, demonstrations, exhibits, receptions on our Social Networks and e-blasts to over 350 patrons of the arts who have signed our Gallery guest book. We maintain our new website, find new venues, organize and run the Gallery, edit a newsletter, get our activities to the press.

So what it really takes is people...you, our members...you wonderful tireless volunteers who help out any way you can, from bringing refreshments to lugging and assembling our panels and lights around town. And everything in-between. All these things and more are done by you. I'm happy to say that regularly new volunteers are stepping forward to help keep the SCAA in the public eye and our aspirations lofty. Are you one of them?

Calendar at a Glance

May 7: SCAA Board Meeting

May 19: Postmark deadline for submissions-- 5th Gallery Show

May 21: SCAA General Meeting at Barnes and Noble

May 29: SCAA Gallery change-out for Student Show

June 1: New SCAA Gallery exhibit starts

SCAA Members' Public Art Installation

Idelle Tyzbir and Dianne Foderaro are working on a public art sculpture for Newhall Land. The name is Crossroads at Iron Horse Trailhead. It will be installed towards the end of May. The dedication is tentatively scheduled for Memorial Weekend. It will be located on Magic Mountain Parkway across from Tourney.

Crossroads will be very near the historic train trestle and will mark the trailhead. It is a Santa Clarita historical piece and is fifteen feet tall and about 1200 lbs of steel. Seven major historical references are featured in this piece. The sculpture is under construction at this time.

Exploring Plein Air

Submitted by Richard LaMotte

While working, I always harbored the ambition to be a painter – now that I'm retired I'm trying to make that old dream come true.

My latest attempt was going to Las Vegas for a week to attend a Plein-Air convention – in fact it was the first annual Plein-Air convention put on by Plein Air magazine. There were two days of exhibits featuring vendors that sold frames, paper, brushes (has anyone tried 'Rosemary' brushes? – they are really great; handmade and not that expensive), paints, books and much more. There were also painting demos by several top artists. That was followed by two days of painting outside in the area of ' Red Rock Canyon ' – The first day it was cold and rained!

It was funny to see all these people bundled up standing outside trying to paint with the drizzle falling. The second day was beautiful. I wonder if anyone wants to go out and try it in some local location? - I know I am going to.



Take a Class Taught by SCAA Members!

Drawing People and Pets (12-Adult)

This class will provide a beginning foundation for learning to draw the portrait of either people or pets before attempting to paint them. Have fun while you gain good solid foundational training.

Instructor: Christina Cooper **Min/Max:** 5/8 **Fee:** \$80 (\$85 NR)-4 wks **Code Date Time Location** 1328.301 Th-6/21 4:00-5:45 pm SCSC-AC

Oil Painting People and Pets (12-Adult)

This class will provide a beginning foundation for learning to paint portraits of either people or pets. Have fun while you gain good solid foundational training. \$15 material fee due at 1st class.

Instructor: Christina Cooper **Min/Max:** 5/12 **Fee:** \$80 (\$85 NR)-4 wks **Code Date Time Location** 1328.302 Sa-6/23 10:00 am-12:00 pm SCSC-AC

Water Color Step by Step (Adult)

Class will focus on landscape painting following Weldon Blakes book "Watercolor Landscapes, Step by Step." Students will provide own art materials. See Receipt for list of materials.

Instructor: Olga Kaczmar **Min/Max:** 5/14 **Fee:** \$50 (\$55 NR) -4 wks **No Class:** W-7/4 **Code Date Time Location** 1329.301 W-6/13 6:00-8:00 pm SCSC-AC

The SCAA Artist's Reception at Union Bank Was a Success!

We hope you stopped by the reception at Union Bank on Friday, April 20th to see all the great art on display! Union Bank provided great refreshments and the local press was on hand to check it out!



Santa Clarita Artists' Association

Rectangular Sign

Welcome SC Artists' Association to Union Bank

Open a FREE bank account and personalize your checks by putting your own art on them.

Pay to the Order of: _____ Date: _____ \$ _____ Dollars: _____

UNION BANK

Please stop by anyone of our two Union Bank branches to open your account

Stevenson Ranch Office Lyons-Newhall Office

25954 The Old Road 23620 Lyons Avenue

Stevenson Ranch, CA 91381 Santa Clarita, CA 91321

Bring in this flyer to receive offer

KUDOS!

- Lorelle Miller has been invited as a guest street painting artist and will be flying to New Paltz, NY in July. She will be painting a magnificent Landscape painting from the mid 19th century art movement called "The Hudson River Valley School". Lorelle often paints landscape paintings both in studio and plein air and is thrilled to have this opportunity to study this masterpiece while actually being in the Hudson River Valley area. Locally Lorelle will be street painting in Santa Barbara on Memorial Day weekend in front of the Santa Barbara Mission. She will be recreating the "Virgin on the Rocks by Leonardo da Vinci (1483-1486) from the Louve in Paris.
- Zony Gordon sold three paintings at her exhibit at Fast Frame last month!
- Gwen Huogo was the inaugural KHTS Senior Art Spotlight winner with her oil painting "Panda of China". The winner for April was Olga Kaczmar with her watercolor horse painting "Friday".
- Olga Kaczmar, has installed 76 works of art in oils, watercolors and pastels. The exhibit will run until May 30, 2012. Olga Kaczmar had an article published called "Artists' Clutter" in the Santa Clarita Gazette & Free Classifieds in the Mar 30-Apr 5, 2012 edition.
- Dody Rogers sold a photo entitled "St. Petersburg" at the last show in Town Center Mall. She also has a work now showing in the Westward Ho show entitled "Barn and Buggies" taken at Melody Ranch about 2 years ago.
- Georgette Arison has been selected to participate in the "Portraits of the Fallen" art show which will be held September 11th. She will be painting a portrait of a fallen war hero in which she is assigned.
- Zony Gordon recently passed the CBEST exams. Congratulations, Zony!
- Laurie Morgan sold two paintings at her reception at Valencia Art & Framing and one in a theater in North Hollywood. She also wrote a 5 minute short play that she will be acting in this June.

What's New at the Gallery?

Important Dates: The current exhibit will be up until May 27th. The next exhibit will be held from June 1-July 15. Submissions should be postmarked by Saturday, May 19th. Accepted Artists should drop off their work on Tuesday, May 29th from 4-7 p.m. An Artist Reception will be held on Friday, June 15th from 6-9 p.m.

In addition to works from SCAA artists, the 5th Gallery Exhibit will feature the 1st Place, 2nd Place and Merit Winners of the SCAA Scholarship Awards Program. Be sure to stop by to view these amazing works from our local high school students. There will also be a display showcasing SCAA member who are also teachers. This will be a great way for the public to find art instruction within our organization.

Don't forget to fill out your slip when you complete your hosting shifts at the gallery for the Quarterly Hosting Award of a \$250 framing certificate from Fast Frame. The first winner drawn at the SCAA General Meeting on April 16th was Laurie Finkelstein. Congratulations, Laurie! Thanks so much to those volunteers working additional hosting shifts at the gallery and to those hosting that aren't in the current exhibit. Don't forget to complete your additional slips when working extra shifts. Also, remember to bring an additional piece of your art to display while you are hosting at the gallery! Your volunteerism is greatly appreciated!

Evie Cook and Dody Rogers sold work in the last exhibit. Will you be next?

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 S Fwy from the Marriott Courtyard




Galleries 101: How They Work, How to Get Considered, How to Be Included

Wednesday, May 2nd at 6:00 pm
Century Room (Santa Clarita City Hall) FREE

Representatives from three Southern California galleries will discuss how the art business works today. Panelists Jenifer Livia with Red Brick Gallery in Ventura, Karen Nichols of La Galeria Gitana in the San Fernando Valley, and Julie Rico of Julie Rico Gallery in Los Angeles, will provide you with insight into what you need to do to be considered, how the business works, as well as other tips that will assist with your career. Local art dealer and artist, Michael Powell, will moderate.



Demo at General Meeting

The 16th General Meeting featured watercolorist Juan "Magoo" Valencia. Magoo demonstrated a landscape scene and also did a caricature of the two raffle winners, Howard Marcovitch and Naomi Young.



Our May 21st meeting at Barnes and Noble will feature renowned cartoonist and SCAA member Rich Arons. Arons is a distinguished and accomplished artist, working in the animation industry since 1978. He has written and illustrated a series of children's books about "TURBIE THE TURTLE-DUCK," being published by Hound Comics. Each of the TURBIE books illustrations is a fully realized work, painted in Arons' unique style. These are fanciful tails about the comical, and at times, dramatic adventures of a young boy and his unusual flying pet.

Trained in classical drawing, he studied animation and earned his degree at the Disney school at the California Institute of the Arts, under several great Disney artists of animation's golden era. Arons is a member National Cartoonists Society.



3 Ways to Spark Your Creativity

from About.com

Your creativity is like a battery, you can't keep using it and using it without recharging it. If you do, sooner or later it'll run out, and you'll get into a creative rut or stuck in creative block. Here are three ways to boost your creativity. If 20 minutes is all you can spare in a week, remember every little bit helps.

Creativity Boost No.1: Paint Just for the Fun

When last did you simply play with some paint, rather than having a result in mind before you've even picked up the brush? When last did you mix some colors to see what they do together, whether as a first-time discovery or to remind yourself? Glazed layer after layer of color to see the results? Tackled a new subject without worrying whether it'll end up as a "good" painting but simply giving it a go? Exercise your creativity "muscles" in between performances.

Creativity Boost No.2: Admire Favorite Paintings

Take a look again at some favorite paintings, both by other artists and your own. Think about why you like them, what makes them stand out as special or memorable. Browse museum websites to see if the artist has done anything else you find appealing, anything you might adapt for your own art.

Looking at the paintings you've done that please you the most, for whatever reason. Remind yourself of what you are capable of, and allow yourself a moment's pride. Assess what you particularly admire in each, what you feel you achieved that makes it so special. Remind yourself of the pleasure and joy each brings. Never part with a painting without taking a photo of it, so you can always look at it again!

Do some thumbnail sketches of your favorite paintings in a sketchbook, thinking of variations you might do. Different colors, a change in the light and shadows, altering the format or style, how much you include in the composition. There's no reason to use an idea only the once (though you don't simply want to repeat yourself).

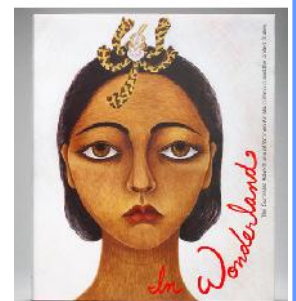
Creativity Boost No.3: Flip Through Sketchbooks and/or Art Journals

It doesn't matter what you use to record painting ideas, what's important is that you do. Flipping through the pages will remind you of forgotten ideas, underutilized ideas, and those ideas you haven't yet fully developed.



In Wonderland The Surrealist Adventures of Women Artists in Mexico and the United States

This is the last week to see this great exhibit at the Los Angeles County Museum of Art (LACMA). The exhibit runs through Sunday, May 6th and includes works in a variety of media dating from 1931 to 1968, and some later examples that demonstrate Surrealism's influence on the feminist movement. Iconic figures such as Louise Bourgeois, Leonora Carrington, Frida Kahlo, Lee Miller, Kay Sage, Dorothea Tanning, and Remedios Varo are represented, along with lesser known or newly discovered practitioners.



THE SCAA GIVES A HUGE THANK YOU TO



**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

Gerda Maxey will be exhibiting from May 26 – June 24, during the theatre's performance of “*Thoroughly Modern Millie*” Her exhibit will run through the First Thursday Art Walk on July 5th. Following Gerda will be Lorinda Osborne. 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 Tuesday, July 31st, from 2 to 4 PM. Contact Olga Kaczmar at: okaczmar@earthlink.net if you would like to hang your art work in this venue. Artists can hang one or two paintings depending on how many artists participate. We have 16 places to hang the art.

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

