

Arti-facts

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Monthly Newsletter for the Members of the

SANTA CLARITA



Artists'

ASSOCIATION

Volume 26, Issue 7

July 2014



Over the years I have been a member it has been wonderful seeing our growth. For the past several years, we have seen our membership grow to 150 or more. With this growth we have energized our Association. New art, new ideas and possible venues to have our shows.

A special thank you to Norma, Jeanne and their crew for expanding our receptions this summer that has drawn so many more people to the Gallery. Thanks to the members for pitching in with food and drink for those extra receptions too. And, a special thank you to Zony Gordon for arranging for music and much more.

The rental areas of the Gallery have also afforded us with more hours to be open. These artists have been able to come more frequently than their assigned sitting times to promote their art and have guests view the entire show.

At our last meeting, we learned about outlets, resources and a workshop for promoting your art. This kind of knowledge becomes invaluable as galleries close in our area. If interested, please check out the details below.

July 13 is our annual BBQ. As part of the event, we have a "garage sale" of art related items: either for sale or free. So, it's time to clean out those "why did I get this" items and bring them with you.

Creatively,
Pat Thayer



Calendar at a Glance

- July 3:** City of Santa Clarita Art Slam-Newhall 7-10 p.m.
- July 7:** SCAA Board Meeting
- July 9:** Diane Bruckner memoriam exhibit at Old Town Newhall Library 7-9 p.m.
- July 11:** "Summertime Blues" kick-off reception at SCAA Gallery 6-9 p.m.
- July 13:** SCAA BBQ at the home of Jane & John Dietz
- August 1:** Wine Reception for "Summertime Blues" at SCAA Gallery 6-9 p.m.

**THE ART
OF SELLING...**
with or without
a gallery

DATE: Saturday, August 23, 2014

PLACE: Santa Clarita Artists' Association Gallery
24251 Town Center Dr. #110 Valencia 91355

TIME: 9:30 - 3:00 (661) 607-6638

A unique workshop with instruction in how to market and sell art from local Art Rep and Author, Margaret Danielak and gallery-represented painter Julie Snyder.

For more information about this event please call
626-354-0359 or email info@theartengine.com

Don't Just Hang and Leave

For an artist, marketing art is as big a job as painting the picture. When artists hang at the gallery or event, their job has just begun. An artist must make an effort to get people to come to the show, exhibit or gallery. We can not leave this critical responsibility to others.

To really help the SCAA prosper and get new buyers to our events, it is important that you are forwarding e-postcards, invitations and announcements, asking your vendors to put a poster in the window, etc. If you have a Facebook page, please be sure to share all SCAA information on your wall and invite your contacts to events.

Though the SCAA would love to advertise more, these costs are expensive; the minimal amount made on member sales does not allow us a budget for this. We do send press releases to local news outlets and they have been very helpful, but they can not always get our events posted if there are paying advertisers first. Your help goes a long way in spreading the word about our amazing group of artists!

Our receptions have been great events with good attendance, but unfortunately most of the attendees have been members and family. It's great we are attending and bringing people, but let's start thinking a little bigger and invite new contacts, establishments you visit, and previous buyers of your art. When you attend the SCAA events, be sure to mingle and chat with newcomers...don't be afraid to say "Hello...Thanks for coming!" We can grow to be even bigger with your efforts!

KUDOS

- Pat Thayer was accepted to the Juried Member Exhibition Show "Layered" from the Collage Artists of America at West Gallery, CSUN through July 1.
- Peggy Patti sold her painting "Gorman Sentinel" at Elite Smiles in June.
- Thomas Hoerber will be exhibiting several paintings at Fast Frame Valencia through the month of July.
- Jane Mick will be painting at the Repertory East Playhouse in Newhall during the Art Slam on July 3rd.
- Olga Kaczmar will hold an artist reception for her Canyon Theatre exhibit on August 14th from 6-9 p.m.

WHY IS ART IMPORTANT TO YOU???

Send your comments to Newsletter Editor Lisa Barr at lisa6inca@sbcglobal.net for publication in an upcoming edition. We would love to hear from you! (Thanks, Jaylene, for the suggestion!)

Your Own Web Page on the SCAA Website!

Did you know that one of the benefits of your SCAA membership is your own web page link on the SCAA website?

To activate your web page, send your bio and photos to Laurie Finkelstein at laurie@lauriebethart.com. You can also submit your own designed printed bio for inclusion in the SCAA member book kept at the Gallery.

"ART of Selling ART" at June 16th Meeting and SCAA BBQ on July 13th



The June 16th meeting featured art representative and curator Margaret Danielak and award-winning artist Julie Snyder, who presented "The ART of Selling ART". They discussed new and creative ways for selling your art in galleries and at art exhibits and provided the valuable handout "Top 10 Most Effective Ways to Promote Your Art". They are planning an all-day intensive workshop on this subject to interested members on August 23rd at the SCAA Gallery. For more information visit <http://www.theartengine.com/SCAA/>



In lieu of a July General Meeting, the SCAA will be hosting it's Annual BBQ at the home of member Jane Dietz on July 13th. For more information, please see the postcard on the next page. Hope to see you there!

SAVE THE DATE!
OCTOBER 18th, 2014
25th ANNIVERSARY ART CLASSIC

All artists! Begin your creating for the upcoming event in October.

Professional judges will be judging your work for creativity, composition, skill in use of media, and overall presentation. Ribbons will be rewarded in all categories and a special gift will be given to all medalists.

We are also adding a masters category to honor those artists who have achieved a consistent professional level in their work.

We hope to have an even larger silent auction this year. In July we will be looking for lots of volunteers that make this event so special each year.


THE ARTree
community arts center
www.theartree.org

★★★★ PRESENTS ★★★★★

THE GREAT AMERICAN SHOE PROJECT

Grab that tired and worn out shoe from your closet, decorate it in a patriotic theme and bring it to display at our Shoe Gallery at ARTSLAM !

or bring your tired and worn out shoe to our booth and we'll help you decorate it.



6:30pm -10pm - Thursday, July 3, 2014
Old Town Newhall Main Street

With www.theartree.org as your partner and as a member of the California Arts Council, we are proud to be a part of the California Arts Council's 2014 Summer Arts Festival. We are also proud to be a part of the California Arts Council's 2014 Summer Arts Festival. We are also proud to be a part of the California Arts Council's 2014 Summer Arts Festival.

SCAA Members and Guests
You are invited to our Annual BBQ!

TIME 3-7 p.m.
7/13/14

The Home of Jane and John Dietz
24663 Valley Street, Newhall, CA 91321
Phone: 661-255-7194

What to Bring (assignment by last name):

A-G	Rice, Bread, Rolls, Potatoes, or Pasta
H-N	Salads, Appetizers, or Side Dish
O-Z	Fruit or Dessert

B.Y.O.B. of your favorite beverages
The SCAA will provide BBQ steaks and chicken!

Feel free to wear your tropical clothing!



SCAA

The SCAA Garage Sale is back!
Bring your art-related items for sale. You might find some great deals on art supplies!

CALL TO ARTISTS

La Galeria Gitana

Water-Precious and Alluring-January 24-March 14

This theme is wide open for interpretation by the artist

Email intent to submit by: October 1, 2014

Submission deadline- September 24, 2014

Artists will be selected by December 5th

Artwork delivery dates: December 28, 2014 12-4
December 29, 2014 10-6

For more information: Galeriagitana@verizon.net

AG Art Alliance at the Santa Paula Art Museum

and Ventura County Agriculture Museum

Art About Agriculture-November 8-January 25

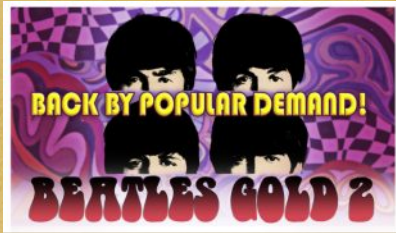
Entries due: September 25, 2014

Notification of acceptance: October 9, 2014

Deliver artwork: November 3rd- 10-2

For more information:

http://www.santapaulaartmuseum.org/art_about_ag.html



SCAA has been invited to participate with an Art Display booth at the **"Beatles Gold2"** Musical event at the Hyatt Valencia Ballroom Lobby on Sunday, September 14, 2014 from 5:00-10:30 P.M.

Participation is free and artists to donate 20% of any art sales to the SCV Senior Center - event beneficiary. Artists will be allotted one side of the exhibit panel and 1-2 extra pieces on easel. Panel size is 6' (length) by 30" (width). Please bring at least one art which is Beatles-theme related. There will also be a table for the artists' prints or Greeting cards.

Deadline to enter is July 12(Saturday) **or sooner**. This is on a first come-first served basis for about 12 artists! Send your name asap to our Art show Coordinator Michael Mahoney at: michaelmahoney58@yahoo.com or call 661.607.9996. For event inquiries, call Zony Gordon at 661.312.3422

There is no need to wonder where the wild things are, as they are coming to the Community Room of the Newhall Library from June 10 through July 11 in the form of the incredible wildlife art of a treasured local artist, Diane Bruckner.

The exhibit titled "Endangered and Endeared: a Retrospective of the Art of Diane Bruckner in Memoriam" will feature over 35 art works and is sponsored by the City of Santa Clarita and Sandy Fisher, former arts commissioner and local artist. **A public reception will be held on July 9 from 7 p.m. to 9 p.m.**



Fun at the SCAA Union Bank Exhibit June 20, 2014



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 our "Events" tab, be sure to RSVP if you plan to attend. You can then invite your friend to the event. Just click on "Invite Friends" and select those friends you wish to invite.
4. Any time the SCAA posts on their Facebook page, you can share it on your personal "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 on "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!

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.

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

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 (jpeg format is preferred) to lisa6inca@sbcglobal.net. Questions call (661) 645-5864.

Per One Month	Members	Non-Members
Business card 2"x 3 1/2"	\$10	\$15
1/4 page 5"x 4"	\$20	\$25
1/2 page 5"x 8"	\$35	\$45

Exhibit Venues

CANYON THEATRE GUILD HALLWAY GALLERY

24242 Main Street, Old Town Newhall

Olga Kaczmar will be exhibiting from July 26 – Aug 24 2014 during the theatre's musical production of "Forever Plaid". Following her will be Glen Glancy. 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. Next opening is September 2015. All art is juried by committee.

ELITE SMILES FAMILY DENTISTRY

24155 Magic Mountain Parkway, Valencia, CA

Elite Smiles Art exchange will be held on Monday, July 28th from 1:00-2:30 p.m. Please bring your new art for exchange and pick up the ones now hanging. We have a limited amount of spaces, but let me know if you would like to participate and we can work on exhibiting one or two of your works. The venue runs for three months. Questions? Call Jackie Nichols, 661-259-1528 or email at nicholski@sbcglobal.net.

FASTFRAME

24204 Valencia Blvd., Valencia, CA 91355

Voted Best Custom Framing in the SCV, owners, Randy and Rose-Marie Burzynski are framing experts and well versed in designing and producing the right framing look for your art pieces. They have offered wall and easel space in their store for SCAA members to display their art work since opening. They prefer that artwork be "unframed" unless you have them frame a piece for you of course. Each artist will be featured for one month at a time thus increasing the number of artists able to display more frequently. Artist receptions are encouraged and welcomed. FASTFRAME offers all SCAA members a 20% discount on all custom framing. You are encouraged to stop by and speak with Randy & Rose-Marie about your art as they enjoy getting to know all of the artists in the SCV. To apply please email 3 jpeg images of your work to FASTFRAME for consideration - valenciafastframe@att.net

SAMUEL DIXON FAMILY HEALTH CENTER

23772 Newhall Avenue, Santa Clarita, CA

Change out at Samuel Dixon is Tuesday, August 26th from 2:30-4:00 p.m. Paintings should be colorful and cheerful- the size limit is 36x36 and a maximum of four paintings. Questions? Contact Gerda Maxey at danandgerda@aol.com or (818) 362-3254.



SCAA Gallery

24251 Town Center Drive #110

Valencia, CA 91355

Opportunities for SCAA members to display work several times throughout the year. Watch for e-blasts for submission information.

2014 SCAA Board of Directors and Committee Chairs

2014 EXECUTIVE BOARD

PRESIDENT- Pat Thayer, pdthayer2391@sbcglobal.net

VICE PRESIDENT- Norma Warden, nwarden002@socal.rr.com

RECORDING SECRETARY- Laurie Finkelstein, laurie@lauriebethart.com

TREASURER- Ted Koscheski, tkoscheski@att.net; Bill Duquette, Alternate Treasurer

PAST PRESIDENT- Laurie Morgan

2014 COMMITTEE CHAIRS

ART CLASSIC CO-CHAIRS- Dody Rogers, scvdody@earthlink.net;
Jeanne Iler, jeanne2@bluemarble.net

2014 GALLERY COMMITTEE

GALLERY COMMITTEE- Zony Gordon, Jeanne Iler, Cathy King, Patti Koscheski, Ted Koscheski, Howard Marcovitch, Bruce McFarland, Jane Mick, Pat Thayer, Norma Warden

EXHIBIT VENUES

Canyon Theatre- Laurie Morgan, laurie@lmorgan.biz

Elite Smiles- Jackie Nichols, nicholski@sbcglobal.net

Samuel Dixon Family Health Center- Gerda Maxey, danandgerda@aol.com

GRANTS- Ted Koscheski

GRAPHICS- Scott Parker, Norma Warden

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

HOSPITALITY STORAGE- Cheri Marcovitch, chercreations@aol.com

MEMBERSHIP AND ROSTER- Bruce McFarland, scaa@scvbruce.com

MONTHLY MEETING PROGRAMS- Cathy King; hotgems4you@yahoo.com, Patti Koscheski; koschartist@att.net

NEWSLETTER EDITOR- Lisa Barr, lisa6inca@sbcglobal.net

NEWSLETTER SNAIL MAIL- Jill Hackett, jhackett@earthlink.net

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

SCHOLARSHIP- Melissa Lackman; Patty O'Hearn, pattyohearn@ca.rr.com; Pat Thayer, pdthayer2391@sbcglobal.net

SPECIAL EVENTS COORDINATOR- Zony Gordon, zonygordon@att.net

TECHNICAL DIRECTOR- Howard Marcovitch

WEBMASTER- Laurie Finkelstein, laurie@lauriebethart.com; Scott Parker, scottparker01@live.com

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