



# ARTI-FACTS

a monthly newsletter for members of the

## Santa Clarita Artists' Association

*Celebrating 20 Years! 1989 - 2009*

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

Santa Clarita, CA 91350-2374

661.244.7689 [www.santaclaritaartists.org](http://www.santaclaritaartists.org)

**VOLUME 21, ISSUE 8**

**AUGUST 2009**

### **PRESIDENT'S MESSAGE**

by Laurie Morgan



The British are Coming! The British are Coming! Oh, wait a minute...I meant...The Art Classic is Coming! The Art Classic is Coming! Most of you know what that means and what it entails, but let me tell all you newer members about it.

The ART CLASSIC is our organization's biggest fundraiser, gala, judged art exhibit of the year! You as a member may enter this competition and all artwork is displayed and professionally judged. Musical entertainment, hors d'oeuvres and beverages provide an elegant backdrop to the display. Tickets are sold to the public and the gala is well attended by the community, including many prominent citizens. Medals and ribbons are awarded for First Place, Second Place and Merit in eight categories, plus a trophy for Best in Show. You don't want to miss this wonderful, fun event.

This year, our 20th anniversary, the Classic will be held at Hart Hall on Sunday October 18, 2009 from 1:00 – 5:00 p.m. As part of our community outreach program, the artwork will also be on display for free public viewing on Saturday, Oct. 17, from 1:30pm – 5:00 p.m.

All the information you need to enter will be available online August 1st on our website, [www.santaclaritaartists.org](http://www.santaclaritaartists.org). Please read the rules (prospectus) and application (entry form) carefully as there have been changes made from last year. The application and prospectus will be available online for print. And, there will be an electronic entry form, allowing members to apply and pay their entry fee online. Those without computers who receive the newsletter by snail mail will receive the forms by snail mail.

The ART CLASSIC requires lots of work and many of our members have stepped up to the plate already. But there is always room for more help. If you haven't signed up to volunteer yet, please contact Zony Gordon : [zonygordon@att.net](mailto:zonygordon@att.net). If you don't have the time

to physically volunteer, there is another way you can help.

The Classic also requires money to make it as special as it always is. We offset the cost by getting sponsors to give money or in-kind donations. Sponsorship letters, flyers and agreements have been generated for this event. In a separate email you will be receiving those forms as attachments, which I hope you will then copy and ask for donations in the community. If each member asks only one business to donate something, this would indeed be a great fundraiser.

Let's all do our part to make this the best ART CLASSIC ever!

### **GENERAL MEMBERSHIP MEETING COMMUNITY ROOM AT THE WESTFIELD TOWN CENTER**

Monday, August 17, 7PM

The SCAA's August 17 meeting will feature watercolor contemporary artist, Nicholas Shake.

Shake will discuss how to develop a digital portfolio and promote yourself to galleries with a PowerPoint presentation and handouts. This digital portfolio workshop also addresses: how to create a digital portfolio, along with the numerous ways to use it, basic tips to photographing art, editing your artwork for the web, rules for creating a website and suggestions on how to gain a stronger web presence by using web resources and print media.

SCAA invites young art students from College of the Canyons and Calarts to join in this more modern contemporary demonstration.

Mr. Shake is a painter, sculptor and curator residing in the Los Angeles area. His work focuses on the human form and its interplay with everyday objects. He draws inspiration from the melting pot of fringes replete with uncertainty, vulnerability, but ultimately simplicity. From images of the ghetto to consumerism to self-portraits revealing the vulnerability of the human experi-

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ence, his work is unquestionably a reflection of the world which he encounters, laying bare. Likewise, his sculpting and pottery reflect the same graceful human form, transcendent and emotional. His influences are varied and sundry, from Renaissance painters to modern masters like Lucien Freud.

**"60 MINUTES WITH AN ARTIST"  
ART LECTURES—LELAND THOMAS**  
Sunday, August 23, 2pm - 3pm

Last month's art lecture was given by Bob Hernandez on July 19th. Bob did a very fine presentation and his guests were impressed with all of his abilities and ways he develops his creativity. His power point presentation was filled with examples of the different styles of his art

On Sunday, August 23rd the 60 MINUTES WITH AN ARTIST lecture will be by LELAND THOMAS. He will be discussing his professional life as a teacher and a photographer. Leland has been filming each artist when they give their art lecture. His video tapes are made into DVDs. The DVD's will be made for each artist presenting in this ART LECTURE PROGRAM and then the DVDs will be marketed to different groups.

The purpose of recording the art lectures is to have a record that can be shared with High School Art Teachers, Non-profit groups, and sold to Art Supply Companies, Museums, and Individuals. Our first DVD, showcasing Laura Wambsgans is playing on SCV-TV. Tune to Channel 20 to find her.

**FEATURED WEBSITE HOMEPAGE  
ARTIST FOR AUGUST:  
YVONNE ANGEL**

Every month a member that volunteers frequently is picked at random to be the Featured Artist of the Month. Three(3) images of their art, a headshot and a bio is displayed on the SCAA's website's homepage for an entire month. For September, the featured artist will be Sandy Fisher.

Please contact Diane Bruckner as soon as possible: [dianebruckner@aol.com](mailto:dianebruckner@aol.com), 661.252.8416. Deadline to submit your art images, headshot and bio is the 25th of the month preceding the month you are featured. (e.g.- if you are the featured artist for June, you need to send your info by May 25th) Images should be 72 dpi, and no larger than 4" x 6". Text can be as much as you like. All should be sent attached to an email. If you don't have email you can take photos and text to any office supply store and they will scan them and put them on a CD that you can then mail to Diane.

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**TPC—TOURNAMENT PLAYERS CLUB**

There is an Art Exhibit of 17 of our SCAA members currently at the TPC until September 1st, 2009. An 'ARTIST RECEPTION' was held on Thursday, July 23rd in the Newhall Room. Members of the TPC were invited as well as SCAA members. Thanks to everyone who helped make this event possible.

Jaylene Armstrong has coordinated these art exhibits since September 2008. After the current exhibit comes down on September 1st, she will no longer be the coordinator. The board appreciates all her hard work and effort in this venue.

If anyone is interested in becoming the coordinator of the Art Exhibits please contact Jaylene.

Jaylene Armstrong  
661-255-3050

**ART CHANGE-OUTS**

**CAPELLI SALON**

24253 Main Street, downtown Newhall. The owner now wants to showcase one artist at a time for two months with a reception, beginning in September. This is a great opportunity to showcase your art! If interested, email 3 samples of your work in JPEG format to Laurie Morgan, [love2paing@lmorgan.biz](mailto:love2paing@lmorgan.biz). Art will be juried by committee. Questions – call Laurie Morgan 244-7689.

**August Art Show  
Tesoro Adobe Historical Park.**

SCAA artists are invited to participate in a group show (not juried) involving all mediums which fall under the theme of "Art That Sizzles." (Could this be sunsets? Fire? Sparkles?) Each artist may exhibit 2 - 4 artworks, depending on size. No single artwork can be larger than 57x57 (width and/or height) including the frame and any artwork that is larger than 16 x 20 will count as 2 pieces, while any piece larger than 30x30 will count as 3 pieces, and anything larger than 40x40 will count as 4 pieces. Sculpture will be accommodated providing you bring your own pedestal. There are 5 spaces for freestanding or pedestal sculpture.

Deadline to enter 8/10/09 - Forward entries to Olga Kaczmar email: [okaczmar@earthlink.net](mailto:okaczmar@earthlink.net)

New Show installation is on 9/14 from 9:00 -12pm.  
Reception is on 8/22 12-5 pm  
Address: 29350 Avenida Rancho Tesoro which is off Copper Hill

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## ART OF HEALING PROVIDENCE HOLY CROSS

26357 McBean Pkwy., Santa Clarita, CA 91355

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: **Friday, August 28th from 12:30pm to 2:30pm**. They are now very strict on this issue. The room previously used as storage is being turned into an office and there will not be a place to store your left paintings. If you cannot make this time frame have another member help you or if necessary contact Laurie Morgan 661.259.6789, [laurie@lmorgan.biz](mailto:laurie@lmorgan.biz).

The artists' reception will be September 23rd. This is their appreciated thanks to us. Time to be determined

## CANYON THEATRE GUILD HALLWAY GALLERY 24242 MAIN ST. OLD TOWN NEWHALL

Romeo Downer will exhibit in the theater's Hallway Gallery for the comedy *Who was that Lady I Saw you With?* July 31 – Aug 29. Following Romeo will be "Chasing Open Spaces" members Laura Wambsgan and Lorelle Miller for *Phantom* Sept. 26 – Oct. 31. 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 [love2paint@rmorgan.net](mailto:love2paint@rmorgan.net) or (661) 244.7689.

## FASTFRAME – JANE MICK IN AUGUST

In the Crossroads Shopping Center next to Kohl's

Randy and Rose-Marie of FASTFRAME have a wall, approximately 8' X 8' that they would like to offer for SCAA members to display their work.

· All artwork must be "unframed" as they can only display FASTFRAME frames in their store. Although if the size of the picture matches one of their frames that they made previously for display, they may choose to put the art in the frame and display it on an easel in the windows.

· Each artist will be featured for one month at a

time. Not necessarily consecutive months.

· 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 as they would be selling the frame. SCAA commission still applies.

· All art will be juried by committee. If interested, please email 3 jpeg samples of your work to Lorelle Miller : [elle3b@ca.rr.com](mailto:elle3b@ca.rr.com)

· If chosen, please include an 8 ½ "x 11" bio with picture.

They would also like to extend a 20% discount on custom framing to all members of the Santa Clarita Artist' Association.

## PLEIN AIR PAINT OUT

The plein air painting group will be taking the month of August off, due to the heat and vacations. The next paint out will be in September.

## ART 'N THE PARK FEST—AUGUST

Home Arts & Quilt Show, Fine Art & Handmade Craft Fair, Entertainment And Exhibits. Booths are \$35 for 10x15. For more information contact Al Ewing, County of Los Angeles Parks and Recreation: 259-1750.

## SCAA Art Classic XX October 18 in Hart Hall at Hart Park !

Committee Needed! For those who want to keep their former assignments, please indicate. It's fun! Add to your volunteer hours and get extra privileges during the year! Below is a list of jobs: Please indicate if you want to be a Chair or a helper.



- Pre-Registration of Artists (forms, packets, etc)
- Name Tags and Labels,
- Graphics (Flyers/Posters, Tickets, Program, etc)
- Ticketing and Ticket Control,
- Sponsorships and Fund Raising
- Publicity and Promotions
- Installation and Set-Up
- Public Art Viewing (Saturday-Day before the Art Classic)
- Registration, Check-in, and Reception Desk
- Volunteer coordinator
- Food and Hospitality
- Banquet Set-up and Décor

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- People's Choice Awards
- Judges
- Program and Floor Director
- Entertainment
- Auction
- Clean-Up (Post event)

Our Contact numbers:

Zony Gordon  
zonygordon@att.net  
661-312-3422

Shirley Checkos  
artist2thestars@aol.com  
661-251-6976

Laurie Morgan (Executive Chair)  
love2sing@rmorgan.net  
661-259-6789



**KUDOS!**

To the SCAA for a two-page spread in the Lifestyle section of last week's Sunday Signal! We Rock!

**SCAA IS NOW A PRODUCER OF TELEVISION PROGRAMS ON SCV-TV**

Beginning with "LET'S TALK ABOUT ART," and promoting the ART CLASSIC, the SCAA will be utilizing the local SCV-TV. To develop a Television Art Show on SCV-TV Channel 20, I want to interview artists about their art and how they are inspired to create their images.

The program will be connected to the ART CLASSIC planning committee for the event in October. Because SCAA is their own producer of TV programs on SCV-TV we can do many different kinds of art programs that promote the importance of Visual Art.

JAYLENE ARMSTRONG  
Jaylene@ca-productions.com.

**VACATION WITH ME** in the Sequoias. Quickie getaway for family fun or plein air. Beautiful scenery, rustic cabin. \$100 cabin fee regardless of number of nights. \$10 per day guest fee plus gas to drive up, a half hour north of Kernville. Swimming pool, horseback riding, row boating, tennis courts,

After the 20th of the month is best for me, any month.

Call me 661-259-5479  
Olga.

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(Off Soladad Canyon Road, just south of Home Depot)

(661) 250-8420

**MEMBERS' COMMENTS**

In a few sentences let us know your positive experiences of our monthly demonstrators, or other SCAA events. Every month a couple of member's comments will be chosen to put in the newsletter. Direct correspondence to newsletter editor, Hector Fernandez at hector1164@yahoo.com

Yolanda Z. Menchaca

"I attended the art meeting on July 20th with Chris Van Winkle, a nice gentleman wearing a straw hat. The meeting was standing room only. It was good to see such a great turn out. He worked very quickly blending as he put up one watercolor brush stroke next to the other, making it look so effortless. It was an inspiration to watch. I really enjoyed his presentation."

## REMINDERS

**BOARD MEETINGS** are the first Monday of the month. Members are welcome to attend. Please give 24-hour notice to the secretary Jane Dietz: mejaneed@att.net

**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 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"

## ADVERTISING IN THE NEWSLETTER

Advertising rates are shown below. Please send a check payable to **SCAA** to: Hector Fernandez, 22674 Matana Drive, Saugus, CA 91350. Send ad copy (jpg format is preferred) to hector1164@yahoo.com. Questions call (661) 296-2623.

| 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        |



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 Cannot be used with any other offer.  
 Not valid on work in progress.

## 2009 SCAA Board of Directors and Committee Chairs

### EXECUTIVE BOARD

|                              |              |                 |                             |
|------------------------------|--------------|-----------------|-----------------------------|
| President –                  | 661.244.7689 | Laurie Morgan   | love2paint@lauriemorgan.biz |
| Vice President –             |              | Peggy Patti     | pattijp2@ca.rr.com          |
| Treasurer –                  |              | Shirley Checkos | artist2thestars@yahoo.com   |
| Recording Secretary –        |              | Jane Dietz      | mejaneed@att.net            |
| Internet/On-line Treasurer – |              | Diane Bruckner  | dianebruckner@aol.com       |

### COMMITTEE CHAIRS

|                                       |   |                            |
|---------------------------------------|---|----------------------------|
| 60 Minutes With An Artist —           | Jaylene Armstrong   | Jaylene@ca-productions.com |
| 661 Arts Rep. –                       | Peggy Patti   | pattijp2@ca.rr.com         |
| Art Classic Co-Chairs –               | Zony Gordon   | zonygordon@yahoo.com       |
| Artistic Smiles –                     | Shirley Checkos   | artist2thestars@yahoo.com  |
|                                       | Jackie Nichols  | nicholski@sbcglobal.net    |
| Art of Healing, Capelli Salon –       | Olga Kaczmar  | okaczmar@earthlink.net     |
| Canyon Theatre Rep –                  | Laurie Morgan   | love2paint@rmorgan.net     |
| Fundraising –                         | Laurie Morgan   | love2act@rmorgan.net       |
| Graphics -                            | Sandy Fisher  | up2trouble@socal.rr.com    |
| Historian –                           | Evie Cook   | evcook333@yahoo.com        |
| Membership –                          | Cheri Marcovitch  | chercreations@aol.com      |
| Membership Roster -                   | Jackie Sofen  | myrsof@earthlink.net       |
| Monthly Meeting Program Coordinator – | Yvonne Angel  | tinywing@pacbell.net       |
| Monthly Meeting Hospitality –         | Jacqueline Sofen  | myrsof@earthlink.net       |
| Newsletter Editor –                   | Alice & Tom Nelson  | nelson.alice@comcast.net   |
| Newsletter Snail Mail –               | Hector Fernandez  | hector1164@yahoo.com       |
| Phone Tree –                          | Ken Ross  | kenrossrb@aol.com          |
| Plein Air Paint Out Co-Chairs –       | Shirley Manculich   | sam43@sbcglobal.net        |
|                                       | Laura Wambsgans   | marblemad@hotmail.com      |
| Publicity –                           | Lorelle Miller  | elle3b@ca.rr.com           |
| Tournament Players Club –             | Olga Kaczmar  | okaczmar@earthlink.net     |
| Tesoro Historic Adobe –               | Jaylene Armstrong   | Jaylene@ca-productions.com |
|                                       | Sandy Fisher, Diane Bruckner, Peggy Patti,<br>Gerda Maxey, Jackie Nichols |                            |
| Volunteer Coordinator –               | Shirley Manculich   | sam43@sbcglobal.net        |
| Webmaster –                           | Diane Bruckner  | dianebruckner@aol.com      |
| Workshops –                           | Lisa Barr   | lisa6inca@sbcglobal.net    |

### Open Positions

Corporate/Media Grant Writer, Sponsorships

### **BOARD MEETINGS ARE THE FIRST MONDAY OF THE MONTH.**

Members are welcome to come. Please give 24 hour notice to the secretary Jane Dietz: mejaneed@att.net

