



# ARTI-FACTS a monthly newsletter for members of the Santa Clarita Artists' Association

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## VOLUME 22. ISSUE 4 & 5

## APRIL/MAY 2010

### GENERAL MEMBERSHIP MEETING

Westfield Town Center Community Room April 19, 7pm



Santa Clarita Artists' Association (SCAA) will host pastel artist, Bruce Trentham, who conveys his love of the ocean and its environs dramatically in his pastel paintings.

Primarily a plein air painter of the Southern California coastal and mountain areas, Trentham strives to develop a composition that invites the viewer to experience light, color and form. Early training in mediums such as oils, acrylics, ceramics and printmaking led him to realize his passion for pastels. He has educated himself in the complexities of the medium and with inherent ability skillfully communicates his love for color in his paintings.

Trentham is currently teaching pastels at Emeritus College in Santa Monica and painting the Malibu Coast and the Santa Monica Mountains. He has given pastel painting demonstrations for art clubs and is available for individual instruction, workshops, classes, and demonstrations in drawing and pastel painting.

### IMPORTANT REMINDER!

Show THE WORLD your art! Don't let your name disappear from the search engines. Web pages and web site links for members that have not paid their dues will be removed April 1st. You can still renew online at any time by going to <http://www.santaclaritaartists.org> and clicking on the Join or Renew button. Questions? contact Diane Bruckner, [dianebruckner@aol.com](mailto:dianebruckner@aol.com)

### APRIL SHOWERS BRING MAY FLOWERS... BUT WHAT ABOUT MY MAY NEWSLETTER?

Hector Fernandez will be on vacation during a good portion of April, so there will not be a May newsletter sent out to the membership. Any important notices will be sent out via email blasts.

### SCULPTORS GET TOGETHER

A small group of sculptors in the Association have been talking about getting together to discuss our medium, separate from the normal monthly meetings, because what we do is so different from the 2D work that the majority of the members pursue. The idea originated some time last year, but never really got off the ground. Although the get togethers are not in any way official SCAA meetings, the overall thrust of

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the get togethers are in keeping with the Mission of the SCAA. The sculptors in this group primarily do contemporary designs in metal, stone and wood.

This year was going to be the year that this really got off the ground, and Susan Petrovit was the first to offer up her home studio as the first weekend meeting location held in January. And what a meeting it was, the skies cleared after weeks of rain, and the small group sat outside after touring her wonderful outside work area where she does her stone carving. As part of our meetings, which last around two hours, the host sculptor will show their work area to the others and talk about the equipment and material they use. The balance of the meeting was spent by each of the others sharing their new works in progress and talking about art in general.

Our second meeting was held on March 27th at the home studio of Dianne Foderaro, and followed the same structure as the first. This time we included such topics as; business cards, stability of our works, public installations, copyrights, marketing, metal attachment techniques, sealing products, Facebook and websites. Our meetings generally are held every other month, due to our busy schedules. Submitted by Scott Bruckner.

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

Zony Gordon will be exhibiting in the CTG Hallway Gallery for the comedy "Be My Baby", April 3 – May 1. Following her will be Evie Cook. Come support live theater in Santa Clarita – and our mem-



Scott Bruckner, Susan Petrovit,  
Dale Thayer, Dianne Foderaro

bers' artwork on display! For reservations call (661) 799-2702. To exhibit at the CTG please contact Laurie Morgan at [laurie@lmorgan.biz](mailto:laurie@lmorgan.biz) or (661) 259-6789

**FEATURED WEBSITE HOMEPAGE  
ARTIST FOR APRIL:  
BARBARA RALSTEN**

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 are displayed on the SCAA's website's homepage for an entire month. For May the featured artist will be PATTI KOCHESKI.

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.

**ART WORKSHOP**

The SCAA held it's first workshop of the year on February 27, 2010 with landscape artist Carolyn Counas. Carolyn's workshop, titled "Add Drama, Focus and Fearless Color to your Paintings" taught attendees the secrets to mixing color confidently and fearlessly. She talked about values, solid compositions and compelling focal points, while students got to mix and apply paint to canvas. The class was from 9:00 a.m. to 4:30 p.m. Local artist Michael Powell was generous in letting us use his studio for the day. Watch for additional workshops in the future! - Lisa Barr

**STRATEGIC PLANNING MEETING**

The meeting that was planned for April 17th has been cancelled. The board will review and

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gauge the interest and reschedule if necessary.  
Jaylene Armstrong

## FASTFRAME

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 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.

## FIRST THURSDAYS

First Thursdays Art Walk - Artists Opportunities

Is a self guided tour of alternative art venues in Old Town Newhall on the FIRST Thursday of each month from 5 PM to 9 PM

Take a stroll down Main Street enjoy complementary refreshments at downtown venues.. Visit participation shops and meet local artists both visual and performing. Come early and enjoy the Farmers' Market (3PM to 7PM). There are two kinds of opportunities for SCAA Artists to participate in the monthly event:

### A

The following merchants will display and/or sell your creations for a month in their locations. Each merchant must be contacted individually. Keep in mind these merchants are operating businesses, please make an appointment via E-Mail or by phone to show your work. They will review your work and give you an answer within 2 weeks regarding exhibit space.

Canyon Theatre Guild: Exhibits SCAA artists' works on Gallery walls for each theatrical presentation. Contact: Laurie Morgan laurie@lmorgan.bz or 259-6789.

Repertory East Theater: Artist Jane Mick's, Art of Wine is current exhibit.

Cookbooks Plus: Exhibits and commission sales of artists' works. Contact at 296-4455. Not an SCAA sponsored art space. Open to all artists.

OutWest: Exhibits and commission sales of artists' works. Also invites performers' participation. Contact: Bobbie Jean Bell. Keep OutWest's theme in mind: Fine Art inspired by the West - history, culture, people, landscape, film, etc. This includes Southwest, Folk Art Traditions, Horses, Native American, Landscapes. Sculpture possible, space permitting. Send submissions to bijbootz@netzero.net or 255-7087. Not a SCAA sponsored art space. Open to local and national artists and performers. May exhibit more than one artist at a time although Art Walk has a "Featured Artist"

- Dr. Rocio Jones, D.D.S: Exhibits only. Contact: David Veal 661 297-7107.

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Lorelle Miller has been asked to be the Featured Artist at the Prescott Street painting Festival in April. Lorelle also was hired to collaborate on a street painting project for a large corporate event at L.A. Live in front of the Nokia Theatre. Lori Escalara was co-collaborator. Triple Kudos!

Hector Fernandez and Cheri Marcovitch each sold a piece of beautiful artwork at the for the Cross Valley Connector Road Grand Opening Celebration.

Evie Cook recently sold 5 pieces at the Artwalk in Newhall

Olga Kaczmar, Jane Mick and Peggy Patti participated in the Celebrity Waiters event at the Hyatt on March 27. Olga and Peggy each sold a painting and Jane's art was auctioned off. Funds raised went to support the SCV Senior Center.

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## B

24258 Main St. Donated Art Space for Third Thursdays Only to exhibit art and performances. Artists must be present and set-up begins at 3 PM until 9PM. To exhibit in this space contact David Veal at 661-297-7107. Please note space is available for exhibits until rented.

### LAST CALL FOR PARTICIPATION!

- **Simi Street Fair** held on May 8, 6:30 to 5pm
- **Earth Day** held on April 17 Newhall Park 10-5 pm (Earth artwork: landscapes, flowers, sunsets, lakes, ocean seascapes requested by the city.)
- **Cowboy Festival** held on April 24-25 Melody Ranch - schedule by assignment (Cowboy work requested by the City.)
- **ETI Heads up Fundraiser** to be held June 13 10-4pm (Equestrian themes, landscapes, animals, cats, dogs) Need face-painting volunteers.

Email to [okaczmar@earthlink.net](mailto:okaczmar@earthlink.net)

### ART PARTY IN TESORO IN FEBRUARY

The Santa Clarita Artists Association has partnered with Tesoro Adobe Historic Park for some time now and recently had a wonderful public reception there on February 6th. Olga Kaczmar did a fabulous job coordinating this venue and organizing the event. We had a fantastic turnout and educated the public on all the great benefits of the SCAA!

Manak Khamvongsa, Scott Mitchell, and Mary Courtney were on hand to provide lovely music as art lovers strolled through the historical house viewing beautiful artwork. Face painting and our special SCAA Coloring Books were provided to all the children in attendance. Displaying artists brought small appetizers to be enjoyed in the kitchen as guests arrived.

Great job, Olga!

## 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](mailto:hector1164@yahoo.com)

### THIS MONTH...

Aaron Westerberg's portrait demonstration in oil was in my book, a great way to keep inspired and try a new technique. He was generous with tips, input on product, and of course touching on marketing. I think the selection of guest artist has thus far, been outstanding. Exchanging of ideas with fellow artists is always fun.

### Yolanda Z. Menchaca

I was a guest of a member for the January Meeting and was very impressed with the presentation/demonstration offered. I am a novice oil painter (just over a year) and was motivated by the demonstration to take more risks and attempt a bolder style. Karl Dempwolf was an eye opening inspiration for me. I quickly became a member so as not to miss the next demonstration by Carolyn Counas. Again, I walked away with additional confidence. Just wanted those responsible for obtaining these talents to be aware that I truly enjoyed these brief, informative sessions and look forward to the March Meeting. Thanks to all, **Terry Sonntag**, new member.

**YOUR AD HERE!**

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- 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: 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

**REMINDERS**

**BOARD MEETINGS** are the first Monday of the month. Members are welcome to attend. Please give 24-hour notice to the secretary Lisa Barr, [lisa6inca@sbcglobal.net](mailto:lisa6inca@sbcglobal.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](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**

# 2010 SCAA Board of Directors and Committee Chairs

## 2010 EXECUTIVE BOARD

**PRESIDENT** – Alice Nelson, anelson123@att.net  
**VICE PRESIDENT** – Zony Gordon, zonygordon@yahoo.com  
**TREASURER** – Shirley Checkos, artist2thestars@yahoo.com  
**RECORDING SECRETARY** – Lisa Barr, lisa6inca@sbcglobal.net  
**INTERNET TREASURER** – Diane Bruckner, dianebruckner@aol.com

## 2010 COMMITTEE CHAIRS

**661 ARTS REP**—Diane Bruckner, dianebruckner@aol.com  
**ART CLASSIC CO-CHAIRS**—Shirley Checkos artist2thestars@yahoo.com  
Zony Gordon zonygordon@yahoo.com  
Laurie Morgan laurie@lmorgan.biz  
**ARTS COMMISSION REP** - Diane Bruckner, dianebruckner@aol.com  
**EVENTS TECHNICAL DIRECTOR** - Howard Marcovitch, chercreations@aol.com

## EXHIBIT VENUES

**Art of Healing - Providence Holy Cross** - Laurie Morgan, laurie@lmorgan.biz  
**Canyon Theatre** - Laurie Morgan, laurie@lmorgan.biz  
**Elite Smiles** - Jackie Nichols nicholski@sbcglobal.net  
Gregg Miller, rgreggmiller@att.net  
**Fast Frames** - Lorelle Miller, elle3b@ca.rr.com  
**Samuel Dixon Family Health Center** - Gerda Maxey – [danandgerda@aol.com](mailto:danandgerda@aol.com)  
**Tesoro Historic Adobe** - Olga Kaczmar, okaczmar@earthlink.net  
**Thelma's Morning Café** - Barbara Ralsten, barneybarb1@yahoo.com

**GRAPHICS** - Evie Cook evcook333@yahoo.com  
Bob Hernandez dichos1@hotmail.com  
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