

Small Image 1st Down Deck into water

MTW  
★ ★ 7/3 EAVIL GARDENS  
LARRIBEE HSE  
10:00  
1:30 AFTERNOON

Logo for Michael

embossing stamp

June 95?

★ FRI 6/30 ↓ SM IMAGE SHOTO  
SDAG

- A Minutes  
B Corres. Sandy Bray husband - Hildegard - Les's wife  
C. Board Meeting for July Monday July 3rd  
Larabee house  
General Meeting Demo?  
Judge  
D. ~~Wall. for the~~ Monthly Wall take in  
Friday June 30th sometimes as pick up  
for Small Image?

- F. Wall Renters Rotation  
1. Wednesday July 5th? I'll be out of town  
new wall renters  
Philipa Henschel  
Arlette Hiese  
Pam Weisberg

for private.  
Phone  
ring complete  
last of steps  
4 shrubbery  
keep hallway  
clear H.  
G. Membership  
Gallery Chair man of the Month  
June & July Les Heywood  
Aug. ? Diane Smith  
Sept Oct Nov. Gay Fisher  
This month Gallery not manned at least once  
Artist of the Month  
July. Diane Smith  
Reception?

- I. Extended Hours.  
6. yeses 3 nos 2 splits  
trial period?  
not enough response  
pay more for sitters

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When in July for new memberships  
Insert of Loretta's in Paint Rag  
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San Dieguito  
*The Paint Rag*  
Art Guild



619-942-3636

JULY 1995

CALENDAR CHECK:

June 30, Small Perceptions Show Pick-up, 10 a.m.- 6:00 p.m.  
June 30, July Monthly Show Take-in, 9 a.m. - 3 p.m.  
July 3, Board Meeting, 10 a.m., Larabee House, Quail Gardens  
July 3, General Meeting, 1:30 p.m., Ecke Hall, Quail Gardens  
July 5, Wall Renters' & Small Paintings Take-in 10 a.m. - 2 p.m.  
July 14, Diane Smith Reception, 5:30 p.m. - 8:30 p.m.  
Each Sunday, Art-on-the Green, 8:30 a.m. - 12:30 p.m.

JULY MONTHLY SHOW

TAKE-IN: FRIDAY, June 30, 9:00 A.M. TO 3 P.M. (NO LATER)

RULES AND REGULATIONS

Original work only. Not acceptable are copied or class work and previous SDAG art show winners. Oils must be dry; all paintings must be framed, multistrand wired 2" to 3" from top so that painting hangs flat against the wall. The Arts Committee has the right to refuse any entry that fails to meet these standards.

**NOTE:** Artist's name, Title of work, Medium used and price must be on the back of all pieces.

One painting per entrant; maximum size 48" in any direction, including frame. The number of awards presented is determined by the number of entries received in each category.

3-Dimensional work is accepted but will be judged only when a minimum of three entries, by three different artists, are received.

FEES: \$5.00 for entry under 36" in any direction; \$7.00 for entry 36" or over in any direction. Dimensions include the frame.

ENTRY OBLIGATION:

Non-Floor/Wall renters are required to work on a committee or help in another capacity. Assignments are made at take-in.

Space renters are required to staff one day a month regardless of the size of rented space or entry in Monthly Shows. Calendars for two advance months are in the Procedure Book for sign-up. Staffing is obligatory. Wall renters are encouraged to work out staffing assignments with each other, i.e., trade staffing days; substitute; or arrange for a paid staffer at \$5.00 per hour. Paid staffers are: Sandra Bray, Betty Sturdevan, Nancy Jarvis, Trudie Lechmanik, Valentina Shubin and Arlette Heise. Please refer to the Wall/Floor Renters' Rules concerning staffing procedures. To be added to the paid staffer list, please call Patricia Watkins.

When an alternative staffing arrangement is made, the calendar should indicate who is substituting for whom. Also, the Gallery Chair must be notified of any changes in order to up date the calendar. July Gallery Chair: Les Hayward 481-8971.

San Dieguito Art Guild  
The Paint Rag

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July Monthly Show Judge, Lola Juris. Flowers and organic forms dramatically enlarged and painted with an exquisite palette make Lola's paintings readily recognizable. Graduating from Syracuse University with a Bachelor of Fine Arts in Painting and a Master's in Art Education, Lola continued with studies in film, philosophy of art, and ceramics. Her career has encompassed that of public school teacher, college level instructor, assistant professor and is one of the most popular instructors in the area.

Our demonstrator for the July General Meeting is SDAG Member Joan Grine. Joan received her B.A. in fine art from Mary Washington College of the U of Virginia and also studied at the Maryland Institute of Art, Mary Baldwin College. Joan continues in classes and workshops in addition to teaching classes in pastel and oil painting. Her love of natural subjects, their textures, patterns and atmosphere show in her work. Her paintings have been in numerous exhibitions and solo shows and are in homes and businesses around the world. In addition to SDAG, Joan is a member of COAL and the La Jolla Art Association. Joan's demonstration for us will be in pastel.

And now, June's Small Perceptions Show. WOW! While dimensions are small, the paintings are GREAT. The Monthly Show Wall is captivating with an array of small treasures that make North County's First Annual Small Image Show exciting. Chairman Char Cee extends a thank you to Assistant Chairman, Nancy Jarvis; Take-In Committee, Shirley Hawley, Loretta Phoenix, Betty Sturdevan, Maureen Moore, June Bauer, Pearl Cadwell, Claudia Brown; Hanging Committee: Mary Lee Shepard, Carolyn Van Loon, Sandy Amison, Michael Seewald, Therese Bushen, Jane Weiss; Hospitality Chair: Sylvia Moonier and everyone who brought food, helped serve and clean up and Claudia Brown for the table arrangement of succulants; Wally Chase for preparing those great looking labels and a listing of all paintings in such a timely manner; to all spouses and friends who helped behind the scenes and two in particular who came to the Gallery to help with the hanging, Valerie Wong and George Jarvis. And, of course, Patricia Watkins, who helped and guided throughout the entire endeavor. This team effort was truly rewarding and now a big Thank You to Char Cee herself!

**CONGRATULATIONS** to the following award winners as selected by judge Jeanne Shanahan:

<u>Water Media</u>	<u>Oil</u>	<u>Graphics</u>
1. Char Cee Colosia	1. Richard Bagguley	1. Lisa Willard
2. Sally Bly	2. Melva Riley	2. Pat Dispenziere
3. James Q. Millard	3. Maureen Moore	3. Denny Yost
HM Betty Eaton Rhea	HM Margery Rupert	HM Patricia Watkins
HM Rich Buchwald	HM Angela Vertucci	HM Basia Koenig
HM Spring Warren		HM Tony Lasley
HM Vada Kimble		
HM Maria Lemke		
HM Betty Sturdevan		
HM Mary Lee Shepard		
<u>Photography</u>	<u>Acrylic</u>	<u>Mixed Media</u>
1. Diane Adams	1. Tatiana Gugliuzzo	1. Claire-Lise Mattley Anderegg
2. Mura D'Angelo	2. Virginia Ribbel	2. Claudia Brown
3. Michael Seewald	3. Gina Willard	3. L. Stanley Cheney
HM Franci De Roos	HM Andy Budek	HM Felice Woodworth
HM Barbara Reichert		HM Carolyn Van Loon

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HM Barbara Reichert		HM Carolyn Van Loon



The number of awards presented was determined by the number of entries in each category.

#### DIANE SMITH: JULY ARTIST-OF-THE-MONTH

A graduate of UC Santa Barbara, Diane has been drawing and painting since she was a young child. After brief careers in education and graphic design, she began painting with the fluidity, vitality and versatility of watercolors. Workshops with watercolorists Robert E. Wood, Don Andrews, and Charles Reid influenced her use of vivid color, strong value contrasts and composition to create striking images of subjects that are near to her heart—children and flowers. Her most recent series has included scenes of people from the 50's and 60's. Diane has received several commissions and awards in juried shows. In addition to SDAG, she is a member of the San Diego Watercolor Society and the Carlsbad/Oceanside Art League. Diane's reception will be FRIDAY evening, July 14, from 5:30 to 8:30 p.m. Come with friends to her reception and to view some vibrant watercolors!

WALL/FLOOR RENTERS (aka Space Renters): PLEASE READ AND HEED THE VERY IMPORTANT INSERT IN YOUR COPY OF THIS PAINT RAG.

Wall Renters' Take-in is Wednesday, July 5, from 10 a.m. to 2 pm. DO NOT LEAVE your work at the Gallery other than during take-in hours. Contact Pat Watkins for an alternate arrangement if you have a problem with take-in time.

Paintings must have a label attached to the back with artist's name, price, title of work. Also required is a list of all work being entered with title, price, and artist's name. Any piece not hung will be crossed off the list and the list will be placed in the artist's file. Items not hung will be stored behind the curtain for a day or two and thereafter in the storage area until pick-up by the artist.

SMALL PAINTINGS: Coinciding with Renters' take-in, members may bring in a small framed painting no larger than 10 inches on any side (including frame). A clear plastic easel must accompany work not in a self-supporting frame. Artist's name, price of painting, price of easel, and title is to be included on the back of the painting. Fee is \$5.00; painting will remain in the Gallery two months; no commission on sales.

ART-ON-THE GREEN SHOWS (8:30 a.m. to 1 p.m.): Call Michael Gaszynski if you are interested in exhibiting Sunday mornings and Janet Finney if you are interested in exhibiting Saturday mornings.

#### OTHER

Equestrian Artists—Del Mar's Pacific Classic is in August so bring in your equestrian art for the August Show. (July's okay, too!)

To exhibit and/or paint at the Del Mar Fair Grounds on Thursday, June 29, from 12 to 6 p.m. call Sandra Bray, 756-0452, for details.

#### ADMINISTRATIVE MATTERS

To be included in THE ARTS MONTHLY ad, call Michael Gaszynski, 942-5234.

Artists who have sold items are reminded to pick up their envelopes at the Gallery.

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Joan Grine, Corresponding Secretary, would like members to advise her of any member who is ill or is in a situation where a card from SDAG would be appreciated.

1995 Board and General meeting dates are: JULY 3; AUGUST 7; SEPTEMBER 5; OCTOBER 2; NOVEMBER 6. December date to be determined.

A permanent sign is now in place at the door of the Pannikin and the large exterior sign should be put up this month. The signs are very well done.

#### Committee Reports

The Artists' Studio Tour, coupled with COVA, will be held October 14 and 15. More information will be forthcoming but put those dates on your calendar!!

#### THE ARTIST COMMUNITY

CHAR CEE took 1st place in Fashion Design and Illustration in Palomar College's Annual Fashion Show and JANET FINNEY took 3rd place with her painting, "Peony Patterns" in the San Diego Watercolor Society's June Showcase Gallery Show judged by Norma Soulé. Congratulations to you both!

#### GALLERY HAPPENINGS AND SHOWS

July: Gallery Vista. Oil paintings by Barbara Engelke and Corinne Geras; handwoven garments by Laurette Hoagland; paper pottery & cast paper wall sculpture by Kristina Cullen-Snell; Dichoric Glass Jewelry by Debbe Wootton. 300 Carlsbad Village Drive, #205, Carlsbad. 11-5 Daily. 434-9431

#### INSTRUCTION

Watercolor Class: Release creativity in outdoor setting with live model and/or landscape. Emphasis on value, shape, line. 7/15-16, 9:30-3:00 \$40. Char Cee 721-7352.

PROFESSIONAL ART PHOTOGRAPHY: Reproduction, portfolio, transparencies. On location or in Del Mar Studio. Reasonable rates. Stephen Whalen Photography, 755-3485.

SDAG Advertising rate: 2 lines, \$5.00 per issue. Members, free.

Quote of the Month: "Each day has its own individuality of color."

—Charles W. Hawthorne, Hawthorne on Painting

Editor: Pearl K. Cadwell, 431-5472

**San Dieguito**  
**Off Track Gallery**  
**Art Guild**

510 N. Hwy 101  
Encinitas  
California  
92024



JOAN GRINE  
15009 Paso Del Sol  
Del Mar, CA 92014

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-- Charles W. Hawthorne, Hawthorne on Painting

Editor: Pearl K. Cadwell

JUNE 1995

**IMPORTANT NOTICE TO ALL WALL RENTERS, - GALLERY SALESMAN-  
GALLERY DOCENTS**

May was not our best month as far as being responsible wall renters and salespeople for our gallery. We had members forget to show up, members showing up at the wrong time, locks left unlocked, bins not moved, storage key taken home, salespeople on the phone for too, too, long while another member dropping into the gallery sold several cards and a painting by Visa, but had a hard time getting the sitter off the phone so he could make the Visa sale and call. We had many **White Sales Slips** and yellow left in the receipt book and some receipts with no artists name. The white slip goes into the coin box for the treasure and the yellow goes to the customer. Receipts are not always recorded in the daily sales log, and dusting and sweeping often not done. Our rolling bins have been left in. I know why these problems are happening! In the past our Galleries which had occasional customers was staffed by a core of long time members who knew procedures pretty well. Now we are a group of many new members working a gallery with lots of browsers and quite a few buyers.

New Wall Renters who are trying (reading over the Bible and Wall Renters Rules- call members when they have questions) please don't take this too hard, just keep trying. To new and old Wall Renters who don't take the time to try or are too preoccupied with their own computer, phone calling, or painting while at the Gallery we need you to change your ways or pay for a responsible sitter, or give up your wall to someone who cares. In the past we have allowed people to paint and do their own work, but **for the future we ask you just to bring your body and attend to the gallery while sitting.** From my own experience, I am busy almost the whole day when I sit with the customers, the cleaning, eating lunch, calling tomorrows sitters and etc.

**While at the gallery you should act as a Salesperson and Docent.** A Gallery Salesperson is familiar with the galleries merchandise, sales procedures, can make out sales slips, can assist the customer for special needs such as wrapping presents, finding artist for commissions, relaying of coming phone messages to the proper members, and shipping procedures. A Docent greets people cheerfully, making them feel welcome, inspires conversation, not only by pointing out helpful hints about works of art, but by asking questions related to the persons likes, dislikes, color and media preferences and etc. Docents don't lose their cool by saying, "oh mercy, I've never written up a sale before." Just calmly pull out the sales receipt, use common sense, and refer to the Bibles Sales Receipt Example if needed. **Write the sale, add the tax, write the artist receiving the sale, your name as the salesperson and give the customer the merchandise.** By this time you must realize that **we want the name and address of the customer** so Cindy can put them on our mailing list. Remember to 1. **take the check (all I.D. and etc.) or the money,** 2. **put into the cash drawer along with the White receipt so the treasurer will know who is suppose to get paid.**

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(over)



Remember, that a happy customer will return and spend more money. They may even buy one of your paintings!!!

Here are a few more recent concerns for all of us.

1. The fire department has had an inspection of the fire exit and threatened to put **us out of business**, because of items stored in the hallway. (ladders, panels, brooms, etc.) I cleared the hallway. **Nothing is to rest against the left hallway except the panels which must be up on the hooks**, not on the floor. All ladders must be hung on the right side on the hooks provided, except the small one which fits under the bigger one.
2. Current Wall Renter's Rules are not put into your file but are kept in the President's file. Please take one if you missed the last meeting.
3. All member's are now allowed four shrink wraps in the bin instead of three.
4. On the next Wall Rotation day, Wednesday, July 3rd, from 10-2p.m. the artist must deliver their paintings with two labels, a completed list of paintings to be kept in their file, and your calendar if needed to sign up for sitting dates for July and August. If we do not have you on the Calendar, we will not hang your paintings.
5. Please be aware that we now sell a few minatures on easels throughout the gallery. Most members have marked their easels with their name and price if they wish to sell it with the painting. Always look to see if the easel is for sale as well as the painting. When in doubt (if you can't determine about the easel) then just sell the painting, solo.
6. We did not get a good response from salespeople on extending gallery hours. About 15 responses, half yeses, half nos. So for now we will not extend our hours. We need to concentrate on doing a better job while selling during regular hours.
7. Please keep this information and staple it to your current Wall Renters Rules.

Thanks for taking the time to read this!

Patricia Watkins

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Here are a few more recent concerns for all of us.

1. The fire department as had an inspection of the fire exit and threatened to put us out of business, because of times stored in the hallway. (ladders, panels, brooms, etc.) I learned the hallway. Nothing is to rest against the left hallway except the panels which must be up on the hooks, not on the floor. All ladders must be hung on the right side on the hooks provided, except the small one which fits under the bigger one.

2. Current Wall Renter's Rules are not put into your file but are kept in the President's file. Please take one if you missed the last meeting.

3. All members are now allowed four shrink wraps in the bin instead of three.

4. On the next Wall Rotation day, Wednesday, July 3rd, from 10 - 2 p.m. the artist must deliver their painting with two labels, a completed list of paintings to be kept in their file, and your calendar if needed to sign up for sitting dates for July and August. If we do not have you on the Calendar, we will not hand your paintings.

5. Please be aware that we now well a few miniatures on easels throughout the gallery. Most members have marked their easels with their name and price if they wish to sell it with the painting. Always look to see if the easel is for sale as well as the painting. When in doubt (if you can't determine about the easel) then just sell the painting, solo.

6. We did not get a good response from salespeople on extending gallery hours. About 15 responses, half yeses, half nos. So for now we will not extend out hours. We need to concentrate on doing a better job while selling during regular hours.

7. Please keep this information dns staple it to your current Wall Renters Rules.

Thanks for taking the time to read this!

Patricia Watkins

*President's Copy*

SAN DIEGUITO ART GUILD'S BOARD MEETING AUG. 7TH 1995

OLD BUSINESS

- A. Minutes of the Last Meeting
- B. Corresponding Secretary
- C. Upcoming Dates
  - 1. Sept. Board meeting and Demo=Tues. Sept 5th  
Artist =
  - 2. Monthly Show Take In = Thurs., Aug. 31st
  - 3. Wall Renters Rotation = Wed. Sept. 6th or Fri., Sept 8th
  - 4. Artist of the Month = Michael Seewald  
a. = Reception is Sun. Aug. 27th from 2 p.m. - 4 p.m.
- D. Carpet Cleaning = Mon. or Tue. Aug 14th or 15th near closing time if possible = 4 or 5p.m.
  - 1. Company & cost =
- E. Art Chairman
  - 1. # of paintings = revenues =
  - 2. Wish we could put O/M over or under the specific media
  - 3. Record Keeping = Centralized notebook for duration of term, which can be passed on to next person or put into storage.
- F. Membership Total =
  - 1. Membership drive starts in September  
a. Raise or keep dues the same??
- G. Outgoing Board Luncheon = Tues, Wed, or Fri in the last two weeks of Sept.
  - 1. Final date to appear in Paint Rag
- H. Gallery Chairman of the Month for August = Evelyn Cramer
  - 1. For Sept. & Oct. = Gay Fisher
- I. Gallery Sales and Treasurer's Report
  - 1. Gallery sales = \$5167.33
  - 2. Treasurer's Report = Outgoing Monies =  
Incoming Monies =  
New CD = yes or no
- J. Paint Rag
  - 1. Publish membership form with new insert for job tasks
  - 2. A farewell from Outgoing President
  - 3. Thanks to Diane for new Notebook & Inserts
  - 4. Notice to Wall Renters that we now have a logo=address stamp to be used on our Receipts, and a stamp for our brown bags
- K. Desk Procedures - New Chair?
  - 1. Need amendment to layaway form (Diane) saying where we put the form after the last payment. It should be attached to the white slip, which is given to the Treasurer. Treasurer can pass it on to the artist along with receipt.
  - 2. Need a new form covering cancellation procedures on a returned Visa sale.

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page 2.

L. Mini Painting Display = Need to reread March Motion

1. My notes said Wall Renters display one each to rotate on Wall Rotation Day with no commission taken from the sale. No mention of non wall renter's showing a Mini. Think I announced it wrong at the general meeting in March. How did Paint Rag announce it?

M. Wall Renter's Chairman

1. Outgoing renter's = Claudia Brown & Franci De Roos
2. Incoming renter's = June Bauer - Half Wall (special job in lieu of sitting) Katherine Newheart or Basia ???

N. Gallery Chairman

1. Ordered adress/logo stamps
2. Ordered stationery
3. Confirmed with Bob Sinclair that we wanted to sign lease - He confirmed his intentions of resigning us. Possible 2% cost of living increase.
4. Picked up and posted Pacific Classic sign.
5. Roger said he will move sign, but is waiting until his next job with us.
6. Attempted to finish Gift Certificate & Bridal Certificate. Placement of logo is not good.

O. Artist's Studio Tour

1. S.D.A.G. = responsible for distribution of posters and tickets in North County. Committee members will drive these out to distrubution points.
2. Responsible for docents for North County. Need about 40.
3. How it will work as a fund raiser for us?
  - a. The Guild will buy 250 catalogs at wholesale price = \$5. The Guild will sell catalogs at \$10. each. The Guild keeps \$5. of each sale.
4. Should we ask each S.D.A.G. member to sell two tickets each, or be a docent in leu of selling tickets.
  - a. Each Board member to sell 3 tickets? Each Artists Studio Tour committee member to sell 4 tickets?
5. If the answer is yes, if catalogs are ready we could make members purchase two as they turn in paintings for the monthly show and wall renters rotation. *Sept 4 or 8* *Aug 31-28*
6. Group Membership in Cova = \$110.
  - a. We need to join in order to get our name listed in the catalog.
7. Offtrack Gallery would sell tickets to the public.
  - a. zippered pouch in upper right hand drawer-seperate receipt book and list of instructions in same pouch. Catalogs in same drawer.
  - b. Mention of this in the Paint Rag please.

P. Dottie Erdman

Q. Poway Performing Arts Center

R. Job Descriptions

S. Diane Smith

T. Nominations at General Meeting

U. Wall Security

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3. Possible dates= Saturday July 16th or Saturday July 23rd
4. Need more leaders.



O. Del Mar Fair

1. S.D.A.G. has picked two days to show art work , demo, and advertise our guild and gallery.
  - a. Friday, June 17th 10 am - 6 pm (Pat Watkins leader this day)
  - b. Saturday, June 18th 10 am - 6 pm (need leader this day?)
2. We can display paintings on a Pegboard wall, 8' X 4'
3. Fair provides a table the Pegboard wall and an easel
4. We provide 2-4 people per day, one or two demos a day and handouts to advertise our guild and gallery.
5. Need people to sign up and need to have a meeting in June= hour before our regular board meeting on June 6th. = 9:30 am

*Joan Irene Hildegard Betty Cindy Hildegard*

P. Pacific Classic

1. In May I will be writing the letter to ask for one or two days to be on the race grounds with a paint out.
2. Cindy's idea for 101 galleries to celebrate the Pacific Classic ??

Q. Carolyn Van Loon will be in charge of duplicating most forms for the gallery starting in June. Administrative Assistant Title

R. Lynn Hechmer 597-8621 called her at least 5 times trying to find out if we got any monies from the S. D. Credit Union's Opening Promotion. So far no response!!!

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MINUTES OF THE SAN DIEGUITO ART GUILD BOARD MEETING AUG. 7, 1995

The minutes of the last meeting were read.

Cindy brought in photo albums to be used to show examples of members' work. These will be available for prospective customers to browse through.

There was a motion to change our meeting day from Monday to Thursday starting in Oct. This was seconded and passed. The Sept. board and general meetings will be Tues., Sept. 5. The judge and demonstrator will be Jo Reed. Take in will be Thurs, Aug. 31.

Pat arranged for the carpet to be cleaned Aug. 14. The cost will be \$60-\$75, and more if Scotchguarding is done.

There were 38 paintings submitted this month with the revenues \$190. Membership is now 165. Gallery chair for August is Evelyn Cramer. Gay Fisher will be chairman for Sept and Oct.

Treasurer's report--Bank of Amer. CD -- \$3204.47, Union Bank CD--1028.93, Checking acct.-- B of A -- 62.47 and Union Bank -- 4123.08. Commissions to the gallery were \$199., and donations \$281.71. Gallery sales were \$5167.33.

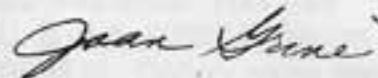
We now have a stamps to be used on receipts and bags. We will look into getting a machine to simplify the check on the charge cards. All of our sales are final except for cases where the three day approval is allowed.

Pat made an amendment to a previous motion stating that the mini paintings on display at the gallery should be limited to the wall renters. This motion was seconded and passed. The price of the stand should be on the stand, and there will be no commission charged when a piece is sold.

There was a consensus that the membership would not be forced to be responsible for the a certain number of tickets for the studio tour. Pat made a motion that SDAG join COVA. The motion was seconded and passed.

The election of new officers will take place at today's general meeting, and the gavel-passing, with the new board taking over, will be next month.

The meeting was adjourned at 12:00.



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San Dieguito  
*The Paint Rag*  
Art Guild



619-942-3636

AUGUST 1995

CALENDAR CHECK:

JULY 28, AUGUST Monthly Show take-in, 9 a.m. - 3 p.m.  
AUG. 7, Board Meeting, 10 a.m., Larabee House, Quail Gardens  
AUG. 7, General Meeting, 1:30 p.m., Ecke Hall, Quail Gardens  
AUG. 27, Michael Seewald Reception, 2 - 4 p.m.  
Sundays, Art-on-the Green, 8:30 a.m. - 12:30 p.m.

AUGUST MONTHLY SHOW

TAKE-IN: FRIDAY, July 28, 9:00 A.M. TO 3 P.M. (NO LATER)

RULES AND REGULATIONS

Original work only. Not acceptable are copied or class work and previous SDAG art show winners. Oils must be dry; all paintings must be framed, multistrand wired 2" to 3" from top so that painting hangs flat against the wall. The Arts Committee has the right to refuse any entry that fails to meet these standards.

**NOTE:** Artist's name, Title of work, Medium used and price must be on the back of all pieces.

One painting per entrant; maximum size 48" in any direction, including frame. The number of awards presented is determined by the number of entries received in each category.

3-Dimensional work is accepted but will be judged only when a minimum of three entries, by three different artists, are received.

FEES: \$5.00 for entry under 36" in any direction; \$7.00 for entry 36" or over in any direction. Dimensions include the frame.

ENTRY OBLIGATION:

Non-Floor/Wall renters are required to work on a committee or help in another capacity. Assignments are made at take-in.

Space renters are required to staff one day a month regardless of the size of rented space or entry in Monthly Shows. Calendars for two months are in the Procedure Book for advance sign-up or renters will have to commit to two month's staffing at the Wall Renters' take-in. Any changes thereafter must be worked out by the staffer, and the GALLERY CHAIR must be notified. OPTIONS: trade dates with another wall renter or have a paid staffer staff for you. **Staffing is obligatory.**

AUGUST GALLERY CHAIR: Evelyn Cramer, 728-6209.

Paid staffers, at \$5.00 per hour, are Sandra Bray, Betty Sturdevan, Nancy Jarvis, Trudie Lechmanik, Valentina Shubin and Arlette Heise. Call Patricia Watkins to be added to the paid staffer list.

San Dieguito Art Guild  
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AUGUST Monthly Show Judge and General Meeting Demonstrator: HELEN SHAFER GARCIA! The Southwest's dry, motionless air breathes through Helen Shafer Garcia's paintings, while soft colors and hard contrasts come to life in her watercolors and pastels. With an art degree from Cal State Long Beach, she went on to study at Otis Parsons. She has shown at Watercolor West, the San Diego Watercolor Society International Exhibition, was honored by the Cactus and Succulent Society of America and her paintings win top honors in exhibitions throughout the Western United States. Helen's paintings hang in private and corporate collections across America. The Westin Mission Hills Resort in Rancho Mirage uses her watercolor renderings in all their print advertising. Helen's studio was open to us for our 1994 Studio Tour and we are honored to have her judge our show. Our August General Meeting will feature slides of Helen's works in addition to a watercolor demo. Be at the General Meeting at 1:30 p.m., August 7, to see this inspiring program.

With 41 artists entering the July show, we CONGRATULATE the following award winners selected by Judge Lola Juris:

<u>Water Media</u>	<u>Oil/Acrylics</u>	<u>Other Media</u>
1. Sally Bly	1. Allin Budek	1. Joan Grine
2. Mary Lee Shepard	2. Victoria Lindskoog	2. Michael Seewald
3. Diane K. Smith	3. Andrew Budek	3. Shirley Hawley
HM Nancy Jarvis		HM Ellen Toohey
HM Cynthia Brenneman		
HM Charlene Bonney		
HM Char Cee		

**MICHAEL SEEWALD-AUGUST ARTIST-OF-THE-MONTH**

Through a sponsorship program devised in 1986, Michael has travelled to all parts of the world capturing extraordinary images on film. Hitchhiking, walking, sleeping in parks or barns, he works from dawn to dusk and beyond for three to four weeks photographing unique locales and then spends approximately two months culling through hundreds of photos before selecting his best few dozen. His first sponsor selects a photo which is then removed from the selection process and it then "belongs" to that sponsor. Remaining sponsors select their photos accordingly. Sponsors receive the first 16x20 print of the limited edition photograph, one print is donated to a museum in their name, their name is on each print as part of the title, and the negative is destroyed when the set is sold out. Aha, you're thinking, what a perfect job! While Michael loves what he is doing, "it is all work and no play ...I'm basically a street person when I travel." Our Globe-trotting photographer will host a reception on Sunday, August 27, from 2 to 4 p.m. Members and friends are invited to take a vicarious journey to the exotic lands Michael photographs and to hear about his next trip - Ireland.

ART-ON-THE GREEN SHOWS: Call Michael Gaszynski (942-5234) for exhibiting Sunday mornings and Janet Finney (755-7206) for Saturday mornings. All CREDIT CARD sales will be charged a 15% commission and the usual 4% usage fee. This applies only to CREDIT CARD sales.

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ELECTION OF OFFICERS will be held at the AUGUST 7 General Meeting. Nominees are:

President, Cyndy Brenneman  
 1st VP, Vada Kimble  
 2nd VP, Diane Smith  
 Treasurer, Loretta Phoenix  
 Corresponding Secretary, Janet Finney  
 Recording Secretary, Joan Grine

Nominations also will be accepted at the meeting if nominees have agreed to serve if elected. Passing of the gavel will occur at the September 5 General Meeting, but the August election will allow the President time to fill the appointee slots and allow for a more orderly transition of duties.

With membership at 158, we welcome the following new members:

Patina Rodgers, 7241 Mimosa Dr., Carlsbad 92009 - 931-1936  
 Ron Lemen, 1023 Hygeia Rd., Encinitas 92024 - 634-5045  
 Sue Silva, P. O. Box 22275, San Diego, 92192 - 792-0914  
 Nancy Lee, 1616 Glasgow Ave., Cardiff 92007 - 944-8966  
 Charlotte Burger, 1450 Salem Ct., Oceanside 92057 - 439-5242  
 Leslie Carolyn Hart, 504 S. Barnwell Street, Oceanside 92054 - 439-1336  
 Bob Coryell, P. O. Box 306, Rancho Santa Fe 92067 - 756-3479

To be included in THE ARTS MONTHLY ad, call Michael Gaszynski, 942-5234.

THE ARTISTS' STUDIO TOUR COMMITTEE is calling for volunteers to help with this October 14 and 15 event. Call Patricia Watkins (756-0417) for more information on how to participate in this annual fundraiser.

THANKS to Andy Budek for helping the President with the transport of doors to and from the Designer Showcase. Hildegard Stubbs and Joyce Patrick each sold a painting.

Planning Ahead: 1995 Board and General meeting dates are: AUGUST 7; SEPTEMBER 5; OCTOBER 2; NOVEMBER 6. December date to be determined.

September Monthly Show Take-in, Thursday, August 31.  
 Wall Renters' Take-In, Friday, September 8.

#### THE ARTIST COMMUNITY

##### Exhibits

JULY: Cardiff Library. Joan Land's Unicorns and Other Paintings.

JULY & AUGUST: Carlsbad Senior Center. Joan Grine's Paintings.

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Nominations also will be accepted at the meeting if nominees have agreed to serve if elected. Passing of the gavel will occur at the September 5 General Meeting, but the August election will allow the President time to fill the appointee slots and allow for a more orderly transition of duties.

With membership at 158, we welcome the following new members:

Patina Rodgers, Carlsbad  
 Ron Lemen, Encinitas  
 Sue Silva, San Diego  
 Nancy Lee, Cardiff  
 Charlotte Burger, Oceanside  
 Leslie Carolyn Hart, Oceanside  
 Bob Coryell, Rancho Santa Fe

To be included in THE ARTS MONTHLY ad, call Michael Gaszynski

THE ARTISTS' STUDIO TOUR COMMITTEE is calling for volunteers to help with this October 14 and 15 event. Call Patricia Watkins for more information on how to participate in this annual fundraiser.

THANKS to Andy Budek for helping the President with the transport of doors to and from the Designer Showcase. Hildegard Stubbs and Joyce Patrick each sold a painting.

Planning Ahead: 1995 Board and General meeting dates are: AUGUST 7; SEPTEMBER 5; OCTOBER 2; NOVEMBER 6; December date to be determined.

September Monthly Show Take-in, Thursday, August 31.  
 Wall Renters' Take-In, Friday, September 8.

#### THE ARTIST COMMUNITY

##### Exhibits

JULY: Cardiff Library. Joan Land's Unicorns and Other Paintings.

JULY & AUGUST: Carlsbad Senior Center. Joan Grine's Paintings.



INSTRUCTION

Watercolor Class: Saturday, August 5. Helen Shafer Garcia's Studio in Vista.  
9:30 a.m. to 3:30 p.m. \$30.00 Call 726-5004 for sign-up and/or information.

Oil Painting: On-going. Private and semi-private lessons in Margery Rupert's  
Solana Beach Studio. Call 483-2740 for information.

SDAG Advertising rate: 2 lines, \$5.00 per issue. Members, free.

Quote of the Month: "As children, our probing young minds are stimulated by ordinary events and simple objects considered to be either trivial or unimportant by average adult standards. In contrast, both child and artist see, in common subjects, drama and magic beyond either the interest or comprehension of a pragmatic society. This point of view is an inner vision without which creative thought and art are both impossible."

—Joseph Mugnaini, The Hidden Elements of Drawing

Editor: Pearl K. Cadwell, 431-5472

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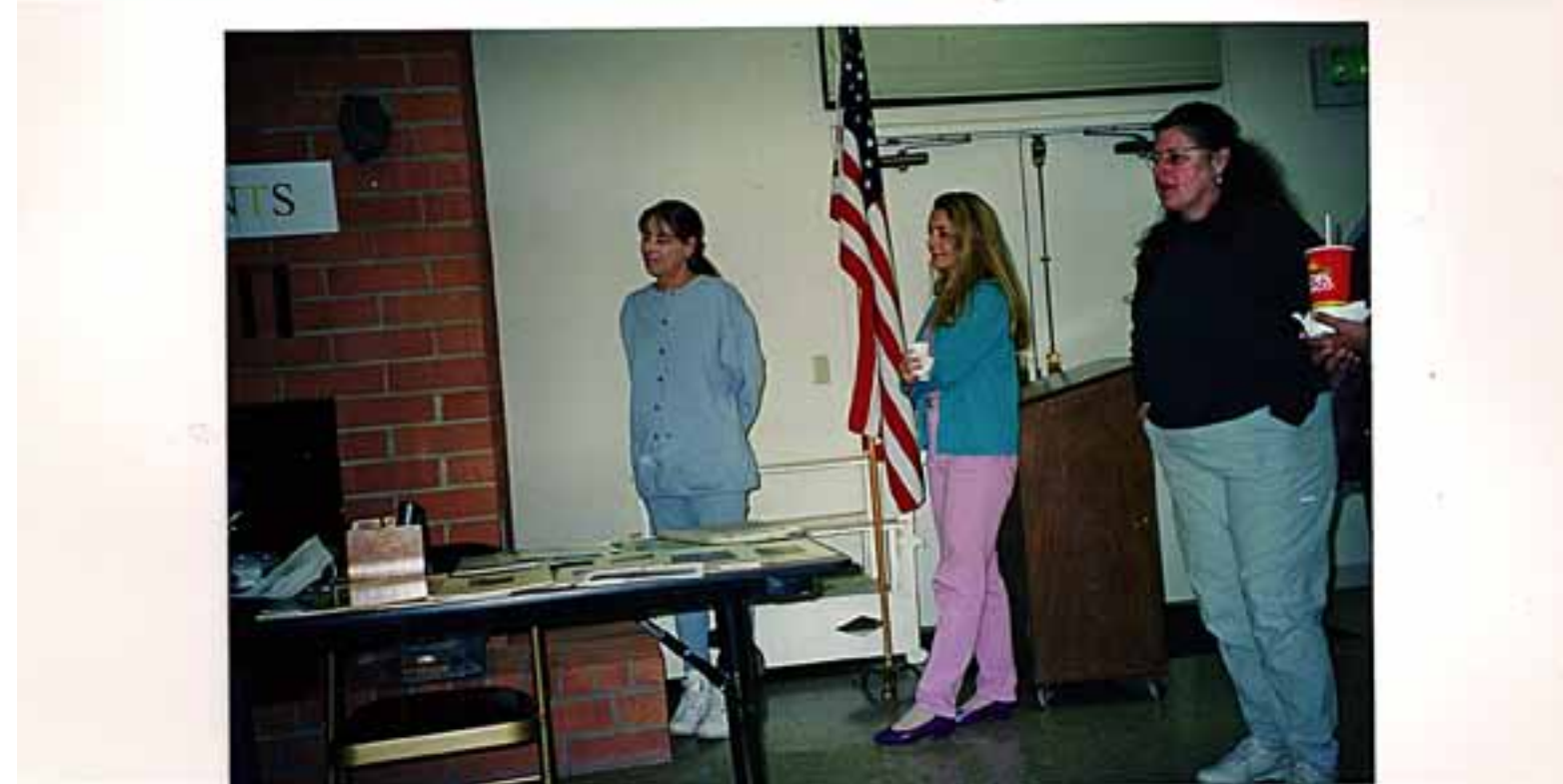
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Editor: Pearl K. Cadwell

San Diego  
Off Track Gallery  
Art Guild  
510 N. Hwy 101  
Encinitas  
California  
92024



JOAN GRINE  
15009 Paso Del Sol  
Del Mar, CA 92014





San Dieguito  
*The Paint Rag*

SEPTEMBER 1995

Art Guild



619-942-3636

CALENDAR CHECK:

AUG. 27, Michael Seewald Reception, 2 - 4 p.m.  
AUG 31, SEPTEMBER Monthly Show take-in, 9 a.m. - 3 p.m.  
SEP. 5, Board Meeting, 10 a.m., Larabee House, Quail Gardens  
SEP. 5, General Meeting, 1:30 p.m., Ecke Hall, Quail Gardens  
SEP. 8, Wall Renters' Wall & Mini Painting rotation, 10:00 a.m. to 2 p.m.  
SEP. 10, Antoinette "Noon" Jabbour Reception, 1 to 4 p.m.  
Sundays, Art-on-the Green, 8:30 a.m. - 12:30 p.m.

Starting in October our meeting day will be changed from the first MONDAY to the first THURSDAY of the month. Few holidays are celebrated on a Thursday so changes will be minimal.

PRESIDENT'S CORNER:

As outgoing President I want to recap my long and short term goals. My short term goals for last year were as follows: (1) To place all forms and most of our business on computer, (2) to establish job descriptions to pass on to new Board Members and Appointees, (3) to increase monthly sales, (4) to increase our name recognition.

I believe we have accomplished these goals. We are on computer thanks to myself the first year and Cyndy the second year. We have the task of printed job descriptions completed and will be sending them to new incoming officers. Monthly sales have been increased from an average of \$600-\$700 per month at Bradford's to \$2,000 per month at Offtrack Gallery thanks mainly to our new location. We are currently receiving more customers as the closing of the Pannikin at Flower Hill has sent some Del Mar patrons our direction. Our name recognition has increased as evidenced by the growth in our memberships which is up to 170. Our new logo, new location, and consistent publicity has helped spread our word.

My long term goals were to improve gallery location, increase fund raising events, and increase gallery sales. We definitely improved our gallery location. Yes, yes, yes, no question in my mind about that, and we saved monthly rent in the process. I have already mentioned the amount of increase in our monthly sales which turns out to be about a 70% increase per month. I think this percentage will continue to increase next year as more people find us and we have repeat customers. We increased our fund raising events of Rummage Sale and Artist's Studio Tour to include a new Small Image Show. We earned one-thousand plus at each of the first two events and lost some money on the third event. The Small Image Committee did a great job however, and I'm sure we will make money off of this Show in the future. The public and artists benefited from each event. Because of these fundraisers and the money-managing skills of our Treasurer, Loretta Phoenix, we have been able to put \$3000 away in CD's at the bank. Prior to my term as President, our group had only put away \$2000 in twenty-eight years. These savings are good for purchasing our own place or as start-up or remodel funds if and when we have to move.

San Dieguito Art Guild  
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I have tried to combine the idea of having an Art Guild that runs an Art Gallery as a business, and not just an Art Guild. It is difficult trying to standardize selling procedures when you have a staff of 35 people. I'm sure we can make more progress in this area for the future.

My two years have been a challenge, perhaps more than I bargained for, but I have learned new ideas, enjoyed the position of leader, and had the pleasure of working with a lot of S.D.A.G. members. Our S.D.A.G. Board and Appointees are the best. They are special friends as well as co-workers, and I hope to have more time together as friends in the future.

S.D.A.G. is special; we are a "HAPPENING GROUP" and our incoming President is ready with new ideas and plenty of motivation to carry us into the future. I hope all of you will put your support behind Cyndy. As for myself, I'm tired; I need a rest, and the time has come for a changing of the guard. Remember the type of person or group you are is not determined by behaviors under normal or good circumstances, it is determined by behaviors during difficult times. S.D.A.G. has proven it can rise to meet difficult challenges and problems head on. Thank You, All S.D.A.G. members, and by the way we've got our 30th Birthday coming up in 1996. See you there. Patricia Watkins

On behalf of all members, it is time to say "THANK YOU, PAT," for the leadership she has provided during the last two years. Thank You doesn't seem enough when you consider the achievements experienced. Each of her tenures began with a Gallery relocation and they were handled efficiently, with dignity, and with the least disruption to our ability to show our art. A great deal of behind the scenes work was done by Pat, at all hours of night and day, to accomplish the moves--wall preparation, hanging areas determined, lighting, electrical problems, leases, signs, logo, etc. Pat always worked with and listened to members in order that we would flourish and improve as an organization. She is probably unaware of how appreciative members are of her accomplishments on our behalf, but time and time again throughout the two years it was not uncommon to hear members say, "Aren't we lucky to have Pat. We could not have done this without her." A huge heartfelt THANK YOU, Pat, from all SDAG members and we know you will continue as a very active member.

And, now, it's time to welcome our 1995-96 Board of Directors, elected at the August Meeting, and pledge our personal support and assistance:

President:	Cyndy Brenneman
1st Vice President:	Vada Kimble
2nd Vice President:	Diane Smith
Treasurer:	Loretta Phoenix
Corresponding Secretary:	Janet Finney
Recording Secretary:	Joan Grine

The membership renewal form at the end of this issue lists some of the ways you can become an active participatory member (a By-law requirement) and each member is expected to sign up for at least one of the areas listed.

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SEPTEMBER MONTHLY SHOW

TAKE-IN: THURSDAY, Aug. 31, 9:00 A.M. TO 3 P.M. (NO LATER)

RULES AND REGULATIONS

Original work only. Not acceptable are copied or class work and previous SDAG art show winners. Oils must be dry; all paintings must be framed, multistrand wired 2" to 3" from top so that painting hangs flat against the wall. The Arts Committee has the right to refuse any entry that fails to meet these standards.

**NOTE:** Artist's name, Title of work, Medium used and price must be on the back of all pieces.

One painting per entrant; maximum size 48" in any direction, including frame. The number of awards presented is determined by the number of entries received in each category.

FEES: \$5.00 for entry under 36" in any direction; \$7.00 for entry 36" or over in any direction. Dimensions include the frame.

ENTRY OBLIGATION:

Non-Floor/Wall renters are required to work on a committee or help in another capacity. Assignments are made at take-in.

Wall renters are required to staff one day a month regardless of the size of rented space or entry in Monthly Shows. Calendars for two months are in the Procedure Book for advance sign-up or renters will have to commit to two month's staffing at the Wall Renters' take-in. Any changes thereafter must be worked out by the staffer, and the GALLERY CHAIR must be notified. OPTIONS: trade dates with another wall renter or have a paid staffer staff for you. **Staffing is obligatory.** AUGUST GALLERY CHAIR: Evelyn Cramer, 728-6209. SEPTEMBER AND OCTOBER GALLERY CHAIR: Gay Fisher, 755-4141.

Paid staffers, at \$5.00 per hour, are Sandra Bray, Betty Sturdevan, Nancy Jarvis, Trudie Lechmanik, Philipa Henschel, and Hildegard Stubbs. Call Cyndy Brenneman to be added to the paid staffer list.

WALL RENTERS' ROTATION AND MINI PAINTING TAKE-IN, SEPTEMBER 8, 10 A.M. TO 2 P.M. Work is to be left at the Gallery only during the times specified. Any problems with the time period must be worked out with Patricia Watkins prior to September 8.

With the September rotation, only wall renters will be allowed to bring in one framed painting, no larger than 10" in any direction, with an accompanying lucite display easel, for a \$5 fee. Artist's name, title of work, and price (including price of easel for mini if it is for sale) must be on the back.

Jo Reed is SEPTEMBER's Monthly Show Judge. Jo lives in Leucadia and Southwestern France, painting on location in watercolor, gouache and oil pastel. She is represented by the Thomas Babeor Gallery in La Jolla where she had a one-person show in February. At the September 5 General Meeting she will discuss the introduction of collage in her plein air work.

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With 39 artists entering the August show, we CONGRATULATE the following award winners selected by Helen Shafer Garcia:

<u>Water Media</u>	<u>Oil/Acrylics</u>	<u>Other Media</u>
1. Chris Weatherby	1. Victoria Lindskoog	1. Mary Trawick
2. Patricia Watkins	2. Sal Gullo	2. Joan Grine
3. Betty Sturdevan	3. Andrew Budek	3. Mary Lee Shepard
HM Nancy Jarvis	HM Jeanne Arno	HM Basia Koenig
HM Cynthia Brenneman	HM Ellen Toohey	HM Johnny Contraras
HM Char Cee		
HM Antoinette Jabbour "Noon"		

And congratulations to General Meeting raffle winner, Olga Cartwright, who is the proud owner of a Garcia!

THE ARTISTS' STUDIO TOUR COMMITTEE is calling for volunteers to help with this October event. By uniting with San Diego based COVA, this year's fund raiser promises to be very exciting, different from previous years, and a terrific BARGAIN! SDAG members will distribute posters, sell tickets, and act as docents for the North County week-end. This is a three week-end event covering North and East Counties as well as the San Diego/S.Bay area. A \$10.00 "ticket" is really a beautiful catalog which admits two, yes two, to studios over the three week-end period and, if that isn't enticing, it also includes admittance to opening and closing events. Closing event will be at the new San Diego Museum! Call Patricia Watkins, 756-0417, to find out how you can help during the North County week-end on October 14-15. We especially want North County to make a great showing in this first endeavor by COVA. And, yes, SDAG is now a COVA member. Catalogs will be on sale at the Gallery and staffers will find them in the right hand drawer with a zippered pouch containing a receipt book to be used only for these specific sales. Please acquaint yourself with the sales instructions for the sale of these catalogs.

THE ARTS MONTHLY editor and a Rancho Santa Fe realtor are looking to have a joint Art Show and Open House. Participation is limited and artists are responsible for their own work, including A-frames. Call Cyndy Brenneman for more information.

ART-ON-THE GREEN SHOWS: Call Michael Gaszynski (942-5234) for exhibiting information or just come with your art work Sunday mornings. CREDIT CARD sales will be charged a 15% commission and the usual 4% usage fee.

To be included in THE ARTS MONTHLY ad, call Michael Gaszynski, 942-5234.

We thank Diane Smith for our nice updated Procedure Book. We also have a new logo/address stamp to be used on all bags and receipts. (Lock it up at night.)

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