

## A Message from Our President

Our new Board of Directors met for the first time Thursday, September 1st, and we enjoyed a lively meeting along with some of the previous and outgoing board members joining in, as is the tradition in the change over. The Board took time to give a special thanks to Isabella Breasted for all the hard work she has done over the last two years serving as our president. Luckily for us, she's still going to be around and helping in other areas as well as on the Board as our Parliamentarian.

At the meeting we also voted to approve a new nominee for Public Relations. We welcome Michael Snitslaar as the new Chairperson to head up PR. He'll be assisted by Isabella Breasted, who so generously offered to help when we didn't have a nominee at the time of elections, and others, in the many facets of this important position. Welcome on board, Mike! He has some great ideas for promoting our gallery and activities.

The Board's focus over the next several months and coming year is to make the guild and gallery run as smoothly & successfully as possible. We have some very competent people in our board positions but we need help with many other tasks. We're still looking for assistants to some of the board positions. If you want to volunteer, in any capacity, please contact Bobbi Harrington, our Volunteer Coordinator, or one of the board members.

Other ways to join in are to participate in guild events. The Environmental Painters are always out painting on for every Tuesday. (Call Joan Grine.) Or you could come out for Art in the Park day, the next being Sunday, Oct. 16th, 12-4 pm. If enough artists are interested, maybe we could do this every Sunday. (Let me know if you're interested in that!) Because RSF Art Gallery is having their Art Fair on Sept. 18th, & many of our artists will be there, we won't be having Art in the Park that day. And don't forget our Monthly General Meetings. September's demo by Diane Gregg was terrific. The Taste of Leucadia is coming up very quickly on Thursday, Sept. 15th, and we have about 5 artists so far that have responded about participating in that. The gallery will be open that evening from 6-8:30 pm and there will be a light in the parking lot according to the Leucadia 101 Association coordinator. Last

year there was a huge turn out and we're hoping for the same. This year we'll be right at the center of all the activity since there will be food booths and a band in the little park across from the gallery. If anyone else wants to join in that evening please contact myself or Isabella ASAP.

The next event is the first of our Rotation Art Receptions at our own little gallery. We'll have wine & cheese and much more on Friday, Oct. 14th from 5-8:00 pm. All the art will be new and fresh at that time and we're hoping to get a good turn out from postcard invitations to all our customers. If you're thinking of putting a piece in the monthly show, be sure to get in on take-in day, Friday, September 30th. That way your piece will be there for the reception, too.

I'd like to encourage anyone who hasn't sent in a membership renewal and dues to do so now. The guild/gallery needs your support. And we'd like you to be part of making us the best we can be. Laura Lowenstein

## Gallery Quality Printing and Digital Artist's Services

Scott Graham is offering gallery quality printing services using state-of-the-art Epson wide format printers and archival inks and papers and digital file preparation.

Printing from artwork or digital files custom tuned to the artist's specs with prior approval. Film scanning also available.

Scott Graham 858-837-0115

Visit my website for more info: [scott@sgraham.com](mailto:scott@sgraham.com)

**Interested in becoming a wall or floor renter?**

Contact Joanne Chambers, wall renters chair, 760-943-0986, or Grace Swanson, Gallery Manager, 760-942-6109, to be considered for the jurying-in date.



**BANK OF AMERICA ART SHOW  
OFF TRACK GALLERY  
SAN DIEGUITO ART GUILD**

**PLEASE NOTE THE FOLLOWING REQUIREMENTS**

**1/ THE FEE PAYABLE BY THE ARTIST IS \$25 PRIOR TO THE SHOW AND MUST BE PAID TO THE SHOW CHAIRPERSON ON OR BEFORE THE TAKE-IN DAY.**

**2/ ON TAKE-IN DAY, EACH ARTIST MUST SUBMIT A LIST OF ALL THEIR PAINTINGS BEING SHOWN, NEATLY TYPED INDICATING:**

NAME OF PAINTING \_\_\_\_\_ PRICE \$ \_\_\_\_\_ MEDIA \_\_\_\_\_  
MONTH OF SHOW \_\_\_\_\_

**3/ ALL ART MUST HAVE A TYPED LABEL PLACED ON THE BACK OF EACH PIECE INDICATING THE NAME OF THE ARTIST.**

**4/ ALL ARTISTS MUST SUBMIT A TYPED BIO TO THE SHOW CHAIRPERSON ON THE TAKE -IN DAY.**

**5/ ALL ARTISTS WILL DETERMINE TOGETHER HOW THE ARTWORK WILL BE SITUATED. EACH ARTIST MUST HANG THEIR OWN ARTWORK, AND THE BANK MUST BE LEFT IN CLEAN AND NEAT CONDITION. PLEASE NOTE: NO NEW NAIL HOLES CAN BE MADE IN THE WALLS. YOU MUST USE EXISTING NAILS FOR HANGING YOUR WORK. (IT MAY BE NECESSARY TO HANG YOUR PAINTINGS ON MORE THAN ONE WALL TO FIT THE NAIL SPACING)**

**6/ TAKE-IN DAY WILL BE THE LAST THURSDAY OF EACH MONTH BEGINNING AT 9:30 AND FINISHING AT 10:30 AM.**

**7/ TAKE-DOWN DAY WILL BE ON THE LAST THURSDAY OF THE MONTH BETWEEN 9:30 AND 10:30 AM. IT IS YOUR RESPONSIBILITY TO HAVE YOUR WORK REMOVED AS INDICATED. IF FOR SOME REASON YOU CAN NOT DO SO, PLEASE ARRANGE TO HAVE SOMEONE DO IT FOR YOU.**

**8/ BRING ABOUT 4 TO 6 PAINTINGS**

**9/ BRING A SMALL STOOL OR LADDER**

**THANK YOU FOR YOUR COOPERATION!**

**LISA REINHARDT, SHOW CHAIRPERSON**

**Gallery Manager's Corner**

Since I have been "on the job" for all of 2 days my article for this month will be very short.

The first thing we will be doing is having a jurying-in session for new artists. We are looking forward to viewing the work of 12 new artists who would like to display and sell their art at the Off Track. It is great to know that there are so many who are eager to join us.

I am currently taking an **inventory** of the "stuff" that belongs to the Gallery. This inventory will come from: 1) the back room at the Gallery 2) the storage unit that we will clean out and 3) anything that people may be storing for the Gallery as a courtesy (especially during and after the move from the Pannikin). **Please call or email me** (760-942-6109 or [swanson121@cox.net](mailto:swanson121@cox.net)) if you have any of these items; I think this may include anything from racks to fans to sandwich boards

ALSO: I feel it is important to remind all of our members to keep conversations while in the gallery-- whether you are sitting or just visiting-- on a business-like, positive note, *ESPECIALLY* when customers are in the Gallery and can overhear a conversation.

I am looking forward to a great year as Gallery Manager.

**Grace Swanson**

**Monthly Calendar Chairperson schedule:**

September	Polly Tokar
October	Rudelle Hall
November	Jo Sebern
December	Cris Weatherby

The Monthly Calendar Chairperson is responsible to check the sitting sign up calendar in the "Daily" notebook **2 weeks before it's published** for completeness. After you've checked/completed the calendar, it is published by Laura Lyn Walker, VP of Information. For your month, the Monthly Chair makes sure the Gallery is opened and staffed. The first sitter each day will call to let you know they are there.

Interested in becoming a wall or floor renter?

Contact Joanne Chambers, wall renters chair, or Grace Swanson, Gallery Manager to be considered for the jurying-in date.

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## September 2005 Monthly Show Results:

Judge: Diane Gregg

	Artist's Name	Title	Comments
1st	Virginia Ribbel	Ball of yarn	Nice composition, love the palette! Seems care free
2nd	Margproe Weaver	The thinker by Rodin	Nice feel and color, love the title
3rd	Carole Kramb	Beneath the Sea	Interesting composition. Needs better presentation
HM	Bobbi Harrington	Cactus Flower	Nice detail and use of material

	Artist's Name	Title	Comments
1st	Michael Snitslaar	The city at 7 PM	Interesting Composition and love the palette
2nd	Nancy Bruce	Anne's Matilija Poppies	Nice execution – calming color
3rd	Diane Burch	Roeblos at Night	Like the Feel
HM	Susie Ferry	Drama Queen	Well executed

	Artist's Name	Title	Comments
1st	Morgan Janis	Passing Through	Lovely composition
2nd	Diane Goodman	Orchid #1	Beautiful color
3rd	Doreen Long	Shine	Lovely

	Artist's Name	Title	Comments
1st	Louise Velon	Blue Angel	Interesting and thought provoking
2nd	Monique M Bell	Facing the Wind	Beautiful execution
3rd	Dot Dodds	Flutes in the Sand	Sweet
HM	Mary Lake	Beach Path	Nice use of the medium

Art studio-workspace available in Leucadia, 400 sq ft, \$400/ month. Creative environment. Contact Kirkos: 760-753-4641



## **RULES FOR MONTHLY TAKE-IN**

All work must be original work and must be for sale.

All work should be less than two years old, and cannot have been in the previous monthly SDAG show.

A 15% commission will be charged on sales from the Monthly Show.

Please have your entry slip (just one) already filled out, except for the Item Number, which will be added at the check-in table. There will be one of these slips printed in your Paint Rag.

Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.

If there is a question about the Department Number, there is a list on the take-in table, or a volunteer can help you. Your entry must be in the correct department or it may be ineligible for judging.

Do not bring in wet paintings or frames.

The wire should be the multi-strand wire, attached approximately one fourth of the way down from the top of the frame, and slack enough to come up to approximately 2" from the top of the frame.

Please tape the ends of the wire, and please don't put tape or tubing in the middle of the wire. It will not fit our hangers if you do.

**If your work, including frame, measures less than 26" on the longest side, your fee is \$10. For work 26" and up to 32" (which is the maximum size that we can accept), the fee is \$15. Measure carefully.**

Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.

*The Take-in committee reserves the right to refuse entries that do not meet gallery standards.*

### **PLAN AHEAD:**

If you are submitting a large picture, bring along a smaller one too – that way if space is limited you still have an entry.

<b>MONTH: Oct 05</b>	<a href="#">TAKE-IN TAG-SDAG Monthly Show (Print CLEARLY!!)</a>
<b>Artist's Name:</b>	
<b>Item #:</b>	
<b>Entry Title:</b>	
<b>Department #:</b>	
<b>Vendor ID:</b>	
<b>Commission: Y/N?</b>	
<b>Price:</b>	
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#4 Watermedia (W/M) --

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#5 Photography (P)

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#6 Mixed Media (M/M) and #7 Other Media

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RULES FOR MONTHLY TAKE-IN

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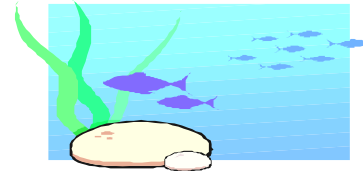
- New Publicity Chairperson
- Rotation receptions begin Oct 14
- Monthly show entries may be repeated (not consecutively)

#### REMINDERS:

- Taste of Leucadia – Sept. 15<sup>th</sup>
- Remember to renew your membership
- Get those holiday boxed cards ready!
- New Gallery schedule – closed Mondays

#### Welcome to New Members!

Louise	Velon	760-438-2757
Shant Ohannes	Beudjekian	858-759-8286



#### Advertising Rates

Members receive 2 lines free. \$5 over 2 lines, payable to "SDAG" due by 1<sup>st</sup> of the month. Non-members \$15.

#### Membership Info

Contact Walter Berk with any address changes, at 760-942-0696 or e-mail changes to: [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

#### Paint Rag Information

**NEW:** Send relevant information via e-mail to: Faith Fleury at 619-794-4333 or [igalatzer@sbcglobal.net](mailto:igalatzer@sbcglobal.net)

Newsletter info due on or before noon, 1<sup>st</sup> Saturday following SDAG board meeting, Oct 8.



October 2005

PRST STD  
US POSTAGE  
PAID  
Encinitas CA  
Permit No. 422

The Paint Rag

San Diego Art Guild  
Off Track Gallery  
914 Pacific Coast Hwy. 101  
Encinitas CA 92024  
760-942-3636  
[www.offtrackgallery.com](http://www.offtrackgallery.com)

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- They want to know what is going on!! They want to see a budget in the newsletter, particularly since the Board had some type of financial report from Peter Fay in July (or June). If nothing else, publish total monthly sales, starting with Feb. If a monthly sales total is difficult to compile, use a monthly check total as a substitute.

- Changes in the Monthly Show: These suggestions need a vote and a firm commitment of 6 to 12 months plus gallery space.

1. Larger size - up to 38" with 32" to 38" at \$20. (Richard Hoppe and Bobbi Harrington requested this plus Maria Anthony had wanted it.)

\*\*\*\*\*I will make a motion that we ammend Rules for Month Take-In as follows: change "Work must be framed" to read "Paintings must be framed", The paragraph the begins "If your work, including frame measures . . ." be changed to read:

"If your work, including frame measures less than 26" on the longest side your fee is \$10, 26" and up to 31" your fee is \$15 and over 32" to 38" your fee is \$20. 38" is the maximum size allowed.

\*An exception to the above is unusual shaped artwork, ie, extremely long and/or extremely narrow pieces where a square inch calculation would be similar.

2. No Dec. cash awards show -- If 5 categories at \$75, \$50 and \$25 for a total of \$800 in prizes less a possible take-in of \$400 to \$500 would equal a deficit of \$300 combined with no money from a monthly take-in (plus space problems because money brings in entries.). Very expensive!!

Rather, use the \$300 this way -- Each monthly show has a Judge's Choice which pays \$25 plus a special display of 3 pictures the following month. You now have 2 shows with different dates (12 monthly and 4 qtrly) If the wall rotation date were BEFORE the monthly show, we would know how much extra space is available. (To get around that, if Joanne on 10/3 would sell extra space on a contingent basis, ie, "yes, you can put another picture in for 3 months for \$20, but I may take that back at the end of each month and would give you money back on a pro-rata basis.") Then, the Nov monthly show take-in happens as usual.

Once it is hung, an available space list is made up. From 2:30 to 6, ANY member calls to check availability for ANY SIZE or a SECOND picture. They bring it in the next couple days and pay the sitter. (We write up a procedure for the sitters.) Then, if necessary, a wall renter with an extra picture loses the space for that month and gets a refund. Remember, a wall renter has paid \$6.67 a month; a monthly show person would pay \$10 a month for that same space.

3. Open up to nonmembers at \$15, \$25 and \$30. This requires getting this info into other arts groups' newsletters for at least 3 months in a row -- COAL, Fallbrook, Temecula, EAA, EAP, NCSFA, RB, Valley Center, Ramona, LaJolla, East County, etc., etc. Fringe benefit -- they become members.

4. OTHER: Put commissions on ALL sales "Sell" being wall renter via newsletter -- how it is cheaper, how you can do a theme, etc. Have a membership campaign and 20% off a monthly show entry to current member who brings in a new member. Make a requirement -- in order to sell cards and prints, must be in monthly show a certain number of times a year. Remember, some monthly show people could be sitters to fulfill their work time - not as physical - also, some know how (Mary Lake comes to mind).



## PRESS RELEASE FOR LOCAL NEWSPAPERS

### OFF-TRACK GALLERY TO CLOSE AT YEAR END

After 40 years of continuous service to the local art market, San Dieguito Art Guild president Laura Lowenstein regretfully announced the closing of their gallery effective December 31. The San Dieguito Art Guild was organized in 1965 by a group of twelve enthusiastic artists who lived in the San Dieguito area (this area includes the coastal cities from Del Mar to Leucadia) and has had several gallery locations over the years.

Lowenstein pointed out that the guild will continue to provide its members and the community with art exhibitions, lectures, demonstrations and other services of great value until such time as a more suitable location can be found for the gallery.

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**Off Track Gallery**  
**914 Pacific Coast Hwy 101**  
**Encinitas CA 92024**  
**760-942-3636**  
**Tues. -Sun.: 11 am to 6 pm**



November 2005

## Mark Your Calendar:

- **first QTRLY ROTATION Art Reception** Fri OCT 14, 4 - 8:00 pm
- **Art in the Park Paint Out-** Sunday OCT 16, 12:00- 4:00 pm
- **Monthly Show take-in-** Friday, OCT 28, 9:30 am – 1:00 pm
- **Board Meeting** 9:30 am Thurs, NOV 3<sup>rd</sup>, Larabee House, Quail Gardens
- **General Meeting** 1:30 pm Thurs, NOV 3<sup>rd</sup> Ecke Hall, Quail Gardens
- **next Qtr'ly Rotation-** wall renters- Mon, JAN 2nd; floor renters- Tues. JAN 3rd

## Environmental Painters

### PAINT OUTS - ALWAYS TUESDAY

**Oct. 18** -- Torrey Pines Extension, West on Del Mar Heights Rd, south(left) on Recuerdo.

**Oct. 25 and Nov. 1** -- Discovery Lake Park, San Marcos, call Joan for directions.

**Nov. 8 and 15** -- Fletcher Cove, Solana Beach, end of Lomas Santa Fe Rd.

**Call Joan Grine for more details.**  
858-481-8783

### Members Directory

PLEASE MAKE SURE  
YOU'RE YOUR INFO AND  
EMAIL ADDRESS IS  
CORRECT AND CURRENT in  
our directory records.  
Thanks!

For ANY adds/ changes/  
deletes, please contact Diane  
Burch (858-279-5566) or Walter  
Berk: (760-942-0696) or  
[wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

November Show Judge  
Lisa Falls, MFA, MPS ATR-BC

Lisa Falls is a registered art therapist certified by the Art Therapy Credentials Board. She has provided art therapy in San Diego for the past nine and a half years working with adults, children, families and groups, including residential treatment programs for emotionally disturbed children and adolescents, and as a hospice bereavement counselor. She organized the first local exhibition of art by bereaved children and adolescents, "Journey to My Heart."

She is currently Program Coordinator and a faculty member of the UCSD Extension Art Therapy Professional Certificate Program and is past president of the San Diego Art Therapy Association.

Lisa received her BA at UC Berkeley, her MFA degree from Brooklyn College and a Masters of Professional Studies in Art Therapy and Creativity Development from Pratt University in New York. She holds an EFT (Emotional Freedom Techniques) Certificate.

Lisa has exhibited one-person shows at Westbeth Gallery, NYC and Stiles Hall Gallery, Berkeley CA and has participated in many group shows including 2005: *The Third Annual Printmaking Group Exhibit*, Sun Gallery, Hayward, CA, 2005 and 2004: *Old House Interiors*, The Next Door Gallery, San Diego and many others including *San Diego Art Therapists*, Town and Country Hotel, American Art Therapy Association National Conference, San Diego, CA; 1998 *ArtWalk*, San Diego, CA; 1997 *Group Show*, Pratt Gallery, San Diego, CA.

## Member Announcements

- **Sally Harvey's** abstract paintings entitled "I Come From River Country" and "Miracles at Chimayo" were juried into the Midwest National Abstract Art Exhibition running through October 2005.
- **Free Art lessons at the 101 Artists' Colony**  
Learn to make a Great Holiday Decorations and Halloween Masks at the *Free Art Lessons for the Family Series*, presented by Moonlight Beach Gallery, 90 N. Coast Hwy 101 in downtown Encinitas. All the supplies will be provided. This series will be held every Sunday of September and October from noon to 3 p.m. Art Lessons will be for adults as well as children. Come and spend a fun day in the Secret Garden making Art. Phone 760-633-4426 or [www.moonlightbeachgallery.com](http://www.moonlightbeachgallery.com)
- **Bonnie Knight** has a watercolor, "Owl" at the San Diego Natural History Museum invitational show through January 1<sup>st</sup>.
- **The Studio of Art and Design** is holding the 2nd Annual Juried Plein Air Watercolor Show. Entries must be original work in watercolor on paper done primarily en plein air in the San Diego area during the last 2 years. Cash prizes for

San Dieguito Art Guild  
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Call Joan Grine for details

Members Directory

PLEASE MAKE SURE YOU'RE YOUR INFO EMAIL ADDRESS IS CORRECT AND CURRENT in our directory records.

Thanks!

For ANY adds/ changes/ deletes, please contact Diane Burch or Walter Berk:

November Show Judge

Lisa Falls, MFA, MPS ATR-BC

Lisa Falls is a registered art therapist certified by the Art Therapy Credentials Board. She has provided art therapy in San Diego for the past nine and a half years working with adults, children, families and groups, including residential treatment programs for emotionally disturbed children and adolescents, and as a hospice bereavement counselor. She organized the first local exhibition of art by bereaved children and adolescents, "Journey to My Heart."

She is currently Program Coordinator and a faculty member of the UCSD Extension Art Therapy Professional Certificate Program and is past president of the San Diego Art Therapy Association.

Lisa received her BA at UC Berkeley, her MFA degree from Brooklyn College and a Masters of Professional Studies in Art Therapy and Creativity Development from Pratt University in New York. She holds an EFT (Emotional Freedom Techniques) Certificate. Lisa has exhibited one-person shows at Westbeth Gallery, NYC and Stiles Hall Gallery, Berkeley CA and has participated in many group shows including 2005: The Third Annual Printmaking Group Exhibit, Sun Gallery, Hayward, CA, 2005 and 2004:Old House Interiors, The Next Door Gallery, San Diego and many others including San Diego Art Therapists, Town and Country Hotel, American Art Therapy Association National Conference, San Diego, CA; 1998 ArtWalk, San Diego, CA; 1997 Group Show, Pratt Gallery, San Diego, CA.

Member Announcements

- Sally Harvey's abstract paintings entitled "I Come From River Country" and "Miracles at Chimayo" were juried into the Midwest National Abstract Art Exhibition running through October 2005.

- Free Art lessons at the 101 Artists' Colony  
Learn to make a Great Holiday Decorations and Halloween Masks at the Free Art Lessons for the Family Series, presented by Moonlight Beach Gallery, 90 N. Coast Hwy 101 in downtown Encinitas. All the supplies will be provided. This series will be held every Sunday of September and October from noon p.m. Art Lessons will be for adults as well as children. Come and spend a fun day in the Secret Garden making Art.

- Bonnie Knight has a watercolor, "Owl" at the San Diego Natural History Museum invitational show through January 1st.

- The Studio of Art and Design is holding the 2nd Annual Juried Plein Air Watercolor Show. Entries must be original work in watercolor on paper done primarily en plein air in the San Diego area during last 2 years. Cash prizes for

award winners. Hannah Creighton will be the juror.

Entries to be delivered Nov. 1 & 2, 9 a.m. - 9 p.m. Selected works will be on exhibit at the Studio of Art and Design, 616 Stevens Avenue, Suite C, Solana Beach from November 16 -26. For more information and registration forms contact the Studio at 858-755-6202.



**Rancho Santa Fe Art Guild** is having an open, judged show Nov.1 - Dec.23. for mini-paintings, photographs and sculpture . No entry over 13 inches in any direction including frame. Take-in date is Oct. 31, 8am-12pm. The fee is \$15 per entry for non-members and each artist is limited to 3 entries. A 15% commission from sales will be expected.

Cash awards will be given and the judge is Annette Paquet.

Reception will be on Nov. 3, 5pm-8pm. For more information call Joan Grine at 858-481-8783 or Elaine Trei at 858-759-0332.

### ANNUAL MEMBERSHIP DRIVE

The Off Track Gallery, (part of the San Dieguito Art Guild) located at 914 North Coast Highway 101 in Leucadia, is now accepting new memberships. Membership includes opportunities to sell your art in the Gallery for a small fee.

Ask about all the free perks that come with membership in San Diego's oldest successfully run Art Guild, call (760) 942-6109 - Grace Swanson, Gallery Manager or go to [www.offtrackgallery.com](http://www.offtrackgallery.com)  
Gallery open Tues - Sun Hrs.11 - 6

### Opportunities for Artists

1. **Art in the Park, Sunday, Oct. 16th, noon-4pm.** Call Laura at 760.753-3254 if you'd like to attend. Come out and paint, create your art, display art for sale and socialize with your fellow artists.

2. **Batiquitos Lagoon Foundation's "Nature's Magic Extravaganza" on Sunday, Oct.16th all day** at the Windmill Banquet & Catering Facility in Carlsbad. There will be many booths and artists participating. A fun day for the whole family. This is a little late for participating, but check their web site for more info at: [www.batiquitosfoundation.org](http://www.batiquitosfoundation.org) or call Ruth Primo at 760.917-7672.

3. **The Poinsettia Festival in downtown Encinitas, Sunday, Nov. 20th from 9am-5pm.** Lisa Reinhardt has offered to coordinate reserving a 12' x 12' space that would fit approximately 4-5 artists. The cost & work of setting up, sitting & breaking down would be shared by participating artists with a small % of sales to benefit the gallery. Lisa has already reserved a space for herself and says other spaces are going fast. Please contact her ASAP at 760.753-5152.

### Gallery Manager's Corner

Welcome to our seven new wall and floors renters who joined us this past rotation day, Monday, October 3 and 4. They have all been through a training session (thank you Lila and Loretta) and we have scheduled experienced members to assist in getting their shifts started and to help them close up the Gallery at the end of the day. If you have not done so already, you must come and see the new work that went up on rotation day.

Gallery sitters will be starting to use a little goodwill, on-the-spot marketing tool (thanks to Loretta Phoenix for thinking this up). On the shelf above the desk is a basket with bookmarks. Each bookmark has a little sticker on the back that says "Thank you for visiting the Off-Track Gallery" with our address, phone and web site. Gallery Sitters will give a bookmark to each person who comes in our door -- as a thank you for coming to visit us.

Please note the new allowable sizes for the Monthly Rotation. For a long time many members have wanted to hang larger pieces. We have always been limited by the space that the Wall Renters have taken, leaving less space for the Monthly Wall. We have expanded the Monthly Wall area and made arrangements with a couple of the Wall Renters to allow <sup>3</sup>encroachment<sup>2</sup> into their areas. Thank you to those Wall Renters who have agreed to be flexible and work with us.

A huge thank you to Barb Mille for barcoding all the cards. If you bring cards into the Gallery, make sure you leave them to be bar-coded, don't just stick them in your space. Same goes for the shrink-wraps. Make sure you leave them with a note requesting a barcode instead of just putting them into the bin.

As we approach the Holiday Season, I look forward to increased activity and sales. As always, it is a privilege for me to work with so many talented and dedicated artists.

Grace Swanson

**There are 2 new reasons to enter our Monthly Show!!**

**New Size Rules (up to 44")  
AND  
a CASH AWARD of \$25.00  
for juror's choice.**



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## A Message from Our President

Our little gallery on the corner of Leucadia Boulevard & Highway 101 hasn't been forgotten, although sales and the number of visitors for September would make one wonder! September has typically been a slow month for the Gallery, even at the Pannikin. And true to form, it was this year, too. Most everyone is aware of the general state of the economy and the uncertainty for retail businesses all over. Like everyone else, we also are hoping to pick up sales for the holidays. Now is the time to get your holiday cards prepared and stock up on things that could be sold for gifts at the Gallery. We will not have our holiday sales discounts as in previous Decembers since we have reasonable prices anyway. We will be advertising that the Gallery has the best selection of original gifts, cards and artwork available in town.

The Board, which is the governing group for the Guild and Gallery, is concerned about how to make the Gallery become more viable and provide what our members want. Basically, most participating members would like to see more visitors come to the Gallery. But most importantly, visitors who will buy something! We're at a disadvantage because our location doesn't provide much walk-in traffic, so we have to "think outside the box" on how to make ourselves more visible and draw people into our gallery.

The Board is holding a Special Board Meeting in October to gather ideas and make some definite steps to implement them. If anyone of our general membership has something to contribute, please email me or put it in writing and mail or drop it by the Gallery to be placed in the President's mail folder.

There has been much talk & gossip about the Gallery and it's future at our present location and the possibility of us closing. Like most things that are repeated, the information changes the more it's passed on from one person to the next. The Board will do everything it can to keep going in it's present location until we find a better location or are unable to meet our financial obligations at our present location. If we were forced to close in the future because we can't make it in our current location, we will alert everyone in advance. But at this time, the Board will be doing everything they can to make this work out in our current location.

In the past, the Gallery hasn't always been able to cover its expenses with our three main incomes: artists' rentals (floor & wall), monthly show take-ins, and membership dues. (Even at the Pannikin!) We have counted on our fundraisers to cover lean times. The Mother's Day Tour was developed for that purpose. At our Special Board Meeting, we will look at how to handle things so that we can be more profitable & NOT drain our reserves. But we do count on

our members for support. The Gallery and Guild are here for all of you. We can have the Guild continue on no matter what happens with the Gallery. But if we want the Gallery to serve us, we really need your support.

One way to support the Gallery is to put a piece of artwork in the Monthly Show. Doreen Long is arranging for additional space so we won't have a problem with too many paintings. For those artists who aren't renters and use the Gallery for selling cards and shrink wraps, I'm asking that you consider entering the Monthly Show. The entry fee will sure help.

Another way to support your Gallery & Guild is to renew your membership if you haven't already.

Thank you for your support. Don't forget to get your ideas to me by Oct. 19th, if possible, so I can gather everything for our Special Board Meeting.

**Laura Lowenstein**

## NEWS from Card Rack Coordinator: Barbara Millé

Dear members,  
We now have a faster process for selling our cards. All cards have been bar-coded with labels on the back so they can be scanned and sold without the use of the POSSE book. A large amount of thanks goes to my assistant Mary Trawick and Gallery Manager Grace Swanson who helped me complete this project.

Now what I need from the card artists is: **don't put any new cards on the racks without getting a barcode label on the back first.** If you don't know how to make barcode labels ask the desk host if she or he can do it, or leave your cards in my file at the Off Track Gallery and call me 760-942-2595 or e-mail me at [studiomille@adelphia.net](mailto:studiomille@adelphia.net) and let me know they are in my file.

I am now in the process of putting your last name on the card racks with a DYMO label that fits nicely on the bottom ledge. Signage will help your collectors and the desk hosts locate your cards. Next project will be a generalized database of the location of everyone's cards on the card racks. This information will be available in the Daily Book when finished.

If you haven't paid your renewal membership now is the time to do so. Don't miss being included in the Card Rack upgrades. Even the most loyal members sometimes let these things slip as we get busy with our lives & art.



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October Featured Offsite Artists–  
Bank of America,  
Encinitas Blvd. & El Camino Real

**Featured Exhibitors:**

<b>Lisa Reinhardt</b>	<b>Oil</b>
<b>Laura Lowenstein</b>	<b>Oil, WC, Pastel</b>
<b>Monique Cox</b>	<b>WC</b>
<b>Harriet Shoup</b>	<b>WC</b>

Contact Lisa Reinhardt 760-753-5152 to get on the list.

**Change in Policy for sitters**

In the past, there has been a rule that you can't draw or paint while sitting the Gallery.

The Board considered this at our last meeting. We have decided to see if this is workable. Feel free to do your art while you are sitting. We just need to be sure that we do not leave a mess and do not become so engrossed that we make customers feel that they are interrupting when they come in.

**A CALL TO ARTISTS**

The non-profit Moonlight Beach Gallery is a wonderful place to show your work in a friendly environment of fellow artists. Memberships available at a reasonable tiered rate. Drop by 90 Coast Hwy. 101 in downtown Encinitas from 11 to 5 Monday - Sunday and talk with Donna about memberships and displaying your work. All ages & skill levels are invited to join. See pictures of the Gallery at [www.moonlightbeachgallery.com](http://www.moonlightbeachgallery.com)

**Monthly Calendar Chairperson schedule:**

October	Rudelle Hall
November	Jo Sebern
December	Cris Weatherby

The Monthly Calendar Chairperson is responsible to check the sitting sign up calendar in the "Daily" notebook **2 weeks before it's published** for completeness.

After you've checked/completed the calendar, it is published by Laura Lyn Walker, VP of Information. For your month, the Monthly Chair makes sure the Gallery is opened and staffed. The first sitter each day will call to let you know they are there.

**TREASURER'S ANNOUNCEMENT**

As most of you know by now, the printer we use for vendor reports has died. The ink cartridges just stay at the end and don't move at all. So with this month's artist checks I sent notes instead of vendor reports, hoping to send the reports out later.

But getting a new printer was not that simple. Most printers are set up for Windows, not DOS. We will try to have the one we have repaired. But if we don't have a working printer by next time, we will again send the checks without reports.

To get the information on your report, you may come to the gallery, call up your report and take down the information, or you may call the gallery and the person on duty will call it up and read it to you.

Calling up your report is really quite easy. Just use the arrow keys to move to the far right, type the number 5 (vendor reports), type in the first and last dates of the month (or use Jan. 1 to get year to date), type in your vendor code (BLILI, for example), and press ENTER four times.

We are sorry for the inconvenience this may cause you, and we are doing our best to resolve the problem.

A reminder regarding reimbursements, most of you have this procedure down pat: remember that you need to fill out a form, attach your receipts and put them in the Treasurer's hanging file. I pick these up about once a week. Except for regular expenses like mailings and paper towels, you need board approval in writing for anything more than \$50 (\$100 for the Gallery Manager). Requests for under \$10 are usually reimbursed in cash, since our bookkeeping bill is based on the number of checks cut; this is just a reminder.

**Lila Blinco**

**Paid Sitters**

Please add Claudette Parham to the list of paid sitters. Phone number: 760-632-5368

If any wall or floor renter would like to be added to the paid sitter list, please contact Laura Lowenstein or Grace Swanson.

**If the mailing label on your copy contains a red mark, this will be the LAST ISSUE that you receive.**

**If you wish to continue receiving the Paint Rag, send your \$55 renewal check to SDAG, 914 North Pacific Coast Highway 101,**



October Featured Offsite Artists - Bank of America,  
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# October 2005 Monthly Show Results:

Judge: Josie Gable Rodriguez

## #3 Oil/Acrylic (O/A) --

	Artist's Name	Title	Comments
1 <sup>st</sup>	Carol Kramb	Ranunculus	
2 <sup>nd</sup>	Jackie Tyree	In Dreams	
3 <sup>rd</sup>	Bobbie Harrington	First Settlers	

## #4 Watermedia (W/M) --

	Artist's Name	Title	Comments
1 <sup>st</sup>	Harriet Shoup	Stepping Stones	
2 <sup>nd</sup>	Sue Kessinger	Batiquitos Lagoon	
3 <sup>rd</sup>	Diana Levinson	Country Entertaining	

## #5 Photography (P) + Other Media

	Artist's Name	Title	Comments
1 <sup>st</sup>	June Clark	Horton Plaza 1915	Beautiful Etching
2 <sup>nd</sup>	Richard Hoppe	Aspens in winter	Photo
3 <sup>rd</sup>	Kirkos	Hexagon Cluster	Interesting – Metal Sculpture

## #6 Mixed Media (M/M)

	Artist's Name	Title	Comments
1 <sup>st</sup>	Jo Bailey	Iris Medley	Very appealing colors
2 <sup>nd</sup>	Bonnie Knight	Barnyard	
3 <sup>rd</sup>	Virginia Ribbel	Shy One	

## **RULES FOR MONTHLY TAKE-IN**

All work must be original work less than 2 years old and for sale.

Artwork (including frame) is measured on the longest side with a maximum size of 44". \*

Up to 26", the fee is \$10

Over 26" and up to 32", the fee is \$15

Over 32" and up to 38", the fee is \$20

Over 38" and up to 44", the fee is \$25

A 15% commission will be charged on sales from the Monthly Show.

Please have your entry slip (just one) already filled out, except for the Item Number, which will be added at the check-in table. There will be one of these slips printed in your Paint Rag.

Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.

If there is a question about the Department Number, there is a list on the take-in table, or a volunteer can help you. Your entry must be in the correct department or it may be ineligible for judging.

Do not bring in wet paintings or frames.

The wire should be the multi-strand wire, attached approximately one fourth of the way down from the top of the frame, and slack enough to come up to approximately 2" from the top of the frame.

Please tape the ends of the wire, and please don't put tape or tubing in the middle of the wire. It will not fit our hangers if you do.

Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.

\* An exception is the occasional unusual shaped artwork, ie, an extremely long and/or extremely narrow piece where a square inch size calculation will be substituted.

The Take-in committee reserves the right to refuse entries that do not meet gallery standards.



**MONTH: Oct 05**

**TAKE-IN TAG-SDAG Monthly Show (Print CLEARLY!!)**

**Artist's Name:**

**Item #:**

**Entry Title:**

**Department #:**

**Vendor ID:**

**Commission:  
Y/N?**

**Price:**

**Medium:**

October 2005 Monthly Show Results:  
Judge: Josie Gable Rodriguez

#3 Oil/Acrylic (O/A) –

Artist's Name Title Comments

1st Carol Kramb Ranunculus

2nd Jackie Tyree In Dreams

3rd Bobbie Harrington First Settlers

#4 Watermedia (W/M) --

Artist's Name Title Comments

1st Harriet Shoup Stepping Stones

2nd Sue Kessinger Batiquitos Lagoon

3rd Diana Levinson Country Entertaining

#5 Photography (P) + Other Media

Artist's Name Title Comments

1st June Clark Horton Plaza 1915 Beautiful Etching

2nd Richard Hoppe Aspens in winter Photo

3rd Kirkos Hexagon Cluster Interesting – Metal Sculpture

#6 Mixed Media (M/M) \_

Artist's Name Title Comments

1st Jo Bailey Iris Medley Very appealing colors

2nd Bonnie Knight Barnyard

3rd Virginia Ribbel Shy One

MONTH: Oct 05

TAKE-IN TAG-SDAG Monthly Show (Print CLEARLY!!)

Artist's Name:

Item #:

Entry Title:

Department #:

Vendor ID:

Commission: Y/N?

Price:

Medium:

RULES FOR MONTHLY TAKE-IN

All work must be original work less than 2 years old and for sale.

Artwork (including frame) is measured on the longest side with a maximum size of 44". \*

Up to 26", the fee is \$10

Over 26" and up to 32", the fee is \$15

Over 32" and up to 38", the fee is \$20

Over 38" and up to 44", the fee is \$25

A 15% commission will be charged on sales from the Monthly Show.

Please have your entry slip (just one) already filled out, except for the Item Number, which will be added at the check-in table. There will be one of these slips printed in your Paint Rag.

Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.

If there is a question about the Department Number, there is a list on the take-in table, or a volunteer can help you. Your entry must be in the correct department or it may be ineligible for judging.

Do not bring in wet paintings or frames.

The wire should be the multi-strand wire, attached approximately one fourth of the way down from the top of the frame, and slack enough to come up to approximately 2" from the top of the frame.

Please tape the ends of the wire, and please don't put tape or tubing in the middle of the wire. It will not fit our hangers if you do.

Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.

\* An exception is the occasional unusual shaped artwork, ie, an extremely long and/or extremely narrow piece where a square inch size calculation will be substituted.

The Take-in committee reserves the right to refuse entries that do not meet gallery standards.

#### In This Issue:

- Change in Monthly show entries size- up to 44" & \$25 cash award for juror's choice
- Special Board Meeting to discuss the future of the Gallery—send input to Laura Lowenstein

#### REMINDERS:

- Membership renewals (with raise in annual dues to \$55.00) are now due
- If there is a red dot on your address label your renewal has NOT been received and this is your last issue of the newsletter

#### Welcome to New Members!

Monique Bell  
Diane Goodman  
Diana Levinson  
Michael Snitslaar

Shant Beudjekian  
Lynn Leahy  
Donna Steffan



SALE of ART SUPPLIES ,  
books, misc. items.  
CALL Pearl Cadwell 760-  
431-5472 for details.

#### Advertising Rates

Members receive 2 lines free. \$5 over 2 lines, payable to "SDAG" due by 1<sup>st</sup> of the month. Non-members \$15.

#### Membership Info

Contact Walter Berk with any address changes, at 760-942-0696 or e-mail changes to: [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

#### Paint Rag Information

Send relevant information via e-mail to: Faith Fleury at 619-794-4333 or [ffleury1@san.rr.com](mailto:ffleury1@san.rr.com)

Newsletter info due on or before noon, 1<sup>st</sup> Saturday following SDAG board meeting, Nov 5th.



November 2005

The Paint Rag

PRST STD  
US POSTAGE  
PAID  
Encinitas CA  
Permit No. 422

San Diego Art Guild  
Off Track Gallery  
914 Pacific Coast Hwy. 101  
Encinitas CA 92024  
760-942-3636  
[www.offtrackgallery.com](http://www.offtrackgallery.com)

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Send relevant information via e-mail to: Faith Fleury

Newsletter info due on or before noon, 1st Saturday following SDAG board meeting, Nov 5th.

Date \_\_\_\_\_

New Venues for the SDAG

Received from Harold  
\_\_\_\_\_

One shed still in the box.

Made by Arrow

Style: Yorktown # YT108. 8'x10'

For the sum of \$185 cash

Delivered to the San Dieguito Art Guild (RECEIVED  
BY KIRK VAN ALLYN)  
Leucadia, California

SIGNED: \_\_\_\_\_  
\_\_\_\_\_

Date \_\_\_\_\_

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\_\_\_\_\_

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\_\_\_\_\_

Leaping Lotus

858-720-0450

Marissa

Rate \$7 to \$8 square foot

Example: 12 foot by 12 foot space x 8 per foot =  
\$1152

6x8=48 x \$8 = \$384

No space right now.

Submit proposal of product with pictures.

The average rent is \$880 to \$1200 per month.

Antique Mall in Solana Beach

212 S Cedros Ave

Solana Beach, CA 92075

Phone: (858) 755-5156 Christine

Rate: \$4.40 per square foot

Various sizes of space available.

Example: 12 foot by 12 foot space x 4.40 per foot =  
\$633.60

Jewelry cases are \$100 to \$200

Needs to be antiques or vintage

Notice to new restuarants to include us.

Breakfast lunch

\$2000

sell reproductions

## Special Meeting for November

Thursday, November 17, 6-8 pm  
Conference Room next to Gallery

### 1. Labyrinth by Kirkos

How best to market

### 2. Re-cap of November 16 meeting

### 3. Poinsettia Festival

Manning the booth to promote the  
Gallery

Book marks with raffle ticket at-  
tached to be pulled one week later, Sunday,  
Nov. 27

Members donate a painting, photo  
or greeting card for raffle

### 4. Have special jewelry promotion day, December 11 with jewelers present.

Promote at Poinsettia Festival

Send out PR notices

Have banner made

### 5. Promote December Show

Take-in is during the Thanksgiving  
Holiday — have members bring in art early

Send email reminding of last month  
to show and of cash award

### 6. Committe to decide what to keep and what to sell

### 8. Sidewalk Sale mid-January to sell all our left-over inventory and yours too

### 9. Tear down of Gallery Tuesday, January 10 thru Thursday, January 12

## SDAG Member Art Showing Opportunities for 2006

### DATE SHOWCOST DEADLINE

Jan 14, 15	Art Under the Umbrellas (La Quinta)	\$60 + 20%		
Jan 21, 22	Art Under the Umbrellas (La Quinta)	\$60 + 20%		
Feb 3,4,5	The Southwest Arts Festival (Indio)	\$250		
Sept 15, 2005				
Feb 11, 12	Art Under the Umbrellas (La Quinta)	\$60 + 20%		
Feb 18, 19	Art Under the Umbrellas (La Quinta)	\$60 + 20%		
March 3	BAE Systems Artists Gallery	0	none	
March 11 weekend thru May 5	The Flower Fields at Carlsbad Ranch	\$175 per March 1		
April 8, 9	Art Under the Umbrellas (La Quinta)	\$60 + 20%		
April 22, 23	Art Under the Umbrellas (La Quinta)	\$60 + 20%		
April ??	Bates Farm Spring Fling	??	??	
April 22, 23 (?)	Oceanside Days of Art (last year's dates)	??	??	
April 29-30	Encinitas Street Faire non-profit	\$50/day		
March 29				
May 7	Carlsbad Village Faire	\$170	Jan 15	
May 21	Escondido Street Faire	\$85 to \$115		
April 15				
June 24, 25	La Jolla Festival of the Arts	\$520	March 10	
August 13	Carlsbad Art in the Village	\$145	July 13	
(?)				
Sept 16, 17	Oceanside Harbor Days	??	??	
Sept 24, 25 (?)	Art Splash (last year's dates)	??	??	
Oct. 1, 2 (?)	Arts Crafts & Collectibles Market (last year's dates)	??		
Oct 1 (?)	Mira Mesa Street Fair (last year's date)	??		
Oct 2 (?)	San Marcos Arts Fair (last year's date)	??		
Oct 16 (?)	Escondido Downtown Street Faire (last year's date)	??		
Oct 22, 23 (?)	Bernardo Winery Fall Arts And Crafts Fair (last year's dates)	??		
Nov ??	Carlsbad Village Faire	\$170	??	
Nov 20 (?)	Encinitas Street Faire and Poinsettia Festival (last year's date)	??		

Annual membership fees: \$55 (Sept. - Sept.)

May enter one or two pieces of artwork into July Small Image Show.

May enter two pieces of artwork in shrink-wrap bin (prints or originals).

Eligibility to sell greeting cards at Offtrack Gallery as space permits.

Receive SDAG's monthly newsletter and a membership directory.

Eligibility to rent display space appropriate to your medium as space permits. Web Page participant pay \$25 one-time fee (unless changes are made) for a space on [www.offtrackgallery.com](http://www.offtrackgallery.com). Artist's bio and up to 5 photos included.

Monthly demonstrations by an accomplished artist from the greater San Diego area. The demonstrating artist usually judges the monthly show prior to the demo. First Thursday of the month, (changes noted in) at Quail Botanical Gardens in the Ecke Bldg. from 1:30 PM, to 3:30 P.M. The public is invited. Refreshments are served.

Holiday luncheon, usually first Thursday of the month in December in the Ecke Bldg at Quail Botanical Gardens. Members bring food for a potluck. Hospitality Chairman hosts the event. There is no demonstration in December.

Volunteering for a task approved by the volunteer coordinator is a prerequisite for participating in any SDAG show. Members may volunteer to work on a committee, a gallery project, or other event. SDAG has a very

To become gallery renters, members must be added to a waiting list. Members must have participated in at least three monthly shows to be eligible for the waiting list. Floor renters are exempt from this requirement. Once eligible for rental display space, all artists must be juried in by the SDAG Gallery Committee.

Display space rentals start at \$60 per quarter with a refundable deposit of \$60. There are no commissions on wall rent sales or floor rent sales. Shrink wrap and card sales carry a 15% commission to SDAG. Members renting display space are required to staff the gallery for a minimum of 3 1/2 hours per month. Shifts are 11:00 AM 2:30 or 2:30 PM to 6 PM daily.

The absolute maximum size for any piece is 32" along

any outside edge (including frame). Fee for artwork under 26" is \$10. \$15 fee for artwork over 26" and up to 32". 15% commission on sales in monthly show.

Glass may be used in all frames described above.

Paintings must be framed. Oil or acrylic paintings on wraparound canvas excepted. Frames must have multi-strand wire with ends taped. The wire must reach approximately 3" from the top of the frame.

All artwork must be original.  
All artwork must be for sale.

Artwork should be less than two years old and not previously entered in our monthly show.

Artwork must be labeled on back with artist's name, title, category, medium and price.

Categories include: Oil and Acrylic, Water Media (includes acrylic under glass), Photography, and Other Media (includes: wood block prints, pastel, etchings, monoprints, collages, computer/digital art, etc)

Artist's entry must be in appropriate category or may be ineligible for judging.

- May enter one piece of artwork into monthly unjuried shows that have scheduled take-in times and dates, usually on the last Friday of the month.

Participation in two cash award shows (July Small Image Show and Dec. Membership Cash Award Show) successful gallery due to the generosity of its members who give their time, effort, and talent.

The gallery is a public area attended by guests of all ages, therefore all artwork must be appropriate for this audience. The SDAG Gallery Committee reserves the right to refuse entries that don't meet gallery standards.

- The Paint Rag  
Paint Rag  
SDAG Membership Requirements:  
SDAG Monthly Show Requirements
- 

SDAG Membership Benefits:  
San Dieguito Art Guild (SDAG)/ Offtrack Gallery  
914 North Coast Highway 101, Encinitas, CA 92024  
Welcome New Members



San Dieguito Art Guild  
PO Box 235853 • (760) 942-3636

Welcome New Members

SDAG Membership Benefits

Annual Membership Fees: \$55 (September to September)

- Monthly newsletter, "Paint Rag", sent in PDF form by e-mail (hard copy mailed to members without e-mail) The newsletter lists awards by members, SDAG news, up-coming shows, board decisions and much more.
- Membership directory published annually
- Web page available for a \$25 one-time fee at [www.offtrackgallery.com](http://www.offtrackgallery.com) or [www.sdag.com](http://www.sdag.com). Artist's bio and up to 5 photos are included. Small fee for changes
- Monthly demonstrations by an accomplished artist from the greater San Diego area. Held the first Thursday of the month at Quail Botanical Gardens in the Ecke Building, from 1:30 pm to 3:30 pm. The public is invited. Refreshments are served. (There is no demonstration in December. Instead the SDAG hosts a holiday pot luck luncheon.)

When Gallery re-opens an SDAG member:

- May enter one piece of artwork into monthly unjuried shows that have scheduled take-in times and dates, usually on the last Friday of the month. Members submitting artwork into the monthly show are required to sit 1 shift for that month.
- May enter three pieces of artwork in the shrink-wrap bin (prints and/or originals).
- May sell greeting cards as space permits.
- May enter one or two pieces of artwork into July Small Image Show.
- May participate in two cash award shows (July Small Image Show and December Membership Cash Award Show).
- May be juried in to rent display space (3-month session) appropriate to your medium as space permits.\* Members renting display space are required to sit 2 shifts per month for the 3-month rotation.
- Is required to volunteer for a task such as working on a committee, a gallery project or other event.

\* See Wall/Floor Renters' Handbook for more information

SDAG Monthly Show Requirements

- Fee for artwork: (longest side or equivalent sq. inches) up to 26 inches, \$10; 26 inches up to 32 inches, \$15 32 inches up to 38 inches is \$20 over 38 inches

and up to 44 inches is \$25

- Paintings must be framed. (Oil or acrylic painting on wraparound canvas excepted)
- Frames must have multi-strand wire with ends taped. The wire must reach approximately 3 inches from the top of the frame.
- All artwork must be original (giclees signed and clearly marked as prints are acceptable).
- All artwork must be for sale.
- Name of artist must be printed on reverse of art.
- Categories include: oil, acrylic, water media (includes acrylic under glass), photography, other media, (pastel etchings, monoprints, wood block prints, etchings, collage computer and digital art), jewelry, glass and wearable art.
- The SDAG gallery committee reserves the right to refuse entries that do not meet gallery standards or are considered to be in poor taste.

## Off Track Gallery

914 Pacific Coast Hwy 101

Encinitas CA 92024

760-942-3636

Tues. -Sun.: 11 am to 6 pm



December 2005

## Mark Your Calendar:

- **Monthly Show take-in**- Friday, NOV 25, 9:30 am – 1:00 pm
- **Board Meeting** 9:30 am Thurs, DEC 1st, Larabee House, Quail Gardens
- **Holiday Pot Luck Luncheon & General Meeting** 12:00 noon Thurs, Dec 1<sup>st</sup> Ecke Hall, Quail Gardens
- **next Qtr'ly Rotation**- wall renters- Mon, JAN 2nd; floor renters- Tues. JAN 3rd

## Environmental Painters

### PAINT OUTS - ALWAYS TUESDAY

**Nov. 8 and 15** -- Fletcher Cove, Solana Beach, end of Lomas Santa Fe Rd.

No more scheduled meetings until **Jan. 10**, when we will meet at La Jolla Cove. Call Joan Grine for directions, and if you plan to go.

Thanks, happy holidays and keep painting!  
(858-481-8783)

### Community Garden needs Gardeners

Have you ever wished you could put your hands in the dirt and make beautiful flowers grow? Have you ever wished that you could be a part of a community garden? The 101 Artists' Colony is looking for you. We have a lovely secret garden with waterfall, brook and fishpond. It is a remarkable pleasure to be in the midst of this garden and we want to share our happy experience with people who want to make the garden even bigger and better. So if you wish to reap the satisfaction of making beautiful things grow, working in this colony garden would surely be a dream come true. Contact 101 Artists' Colony 90 N. Coast H'way 101. Encinitas

## Member Announcements

- The Encinitas 101 Artists' Colony Winter Art Workshop Series, "Kids at the Colony" for young artists held at their beautiful location on the corner of Encinitas Boulevard and Highway 101. The series was designed by the teaching artists at the 101 Artist's Colony especially for young artists ages 5 & up.

On November 13th Donna Beers will lead a collage project where students will create their own artistic cards. She will also teach a weaving class on November 20<sup>th</sup>, Artsy Ornament design class on November 29<sup>th</sup> and Book Making on December 4<sup>th</sup>. All classes are Sundays from 12:30 – 2 p.m. and include all materials and a snack for participants. Registration is \$20 for individual classes or \$85 for the entire series. For registration/ info contact Sandy Haasis at (760) 730-3614 or [shaasis@sbcglobal.net](mailto:shaasis@sbcglobal.net).

- Sally Bly had a painting accepted into the International Exhibition Show of the San Diego Watercolor Society.

## December Cash Awards

### Show

**\$75.00** First prize  
**\$50.00** Second prize  
**\$25.00** Third prize  
**\$25.00** President's Choice

Open to Members only; Judging will be by a prominent local artist

**Don't miss out on this special show for the holidays!**

Remember, no one will be turned away and all art must be for sale and produced within the last two years. Repeat art will be accepted as long as it wasn't shown in the last two monthly shows.

The date for take-in is Friday, Nov. 25th - 9:30 am to 1:00 pm. If you are planning to be away for the Thanksgiving holiday, please make arrangements with Doreen Long at (858) 487-3672 to leave your artwork at the gallery.

### Next Issue of the Paint Rag will be delivered by

**email.** The Board has decided we are going to modernize our distribution process; members without email will receive a printed copy via "snail mail" as usual.

**PLEASE MAKE SURE YOU'RE YOUR INFO AND EMAIL ADDRESS IS CORRECT AND CURRENT** in our directory records.

Thanks!

Please contact Walter Berk to add/change your address or to request a "hard copy" instead. (760-942-0696) or [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

San Dieguito Art Guild  
est. 1964

The Paint Rag  
December 2005

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## Member Announcements (cont.)

- **Linda Luisi will teach Relax and Draw** at the Studio of Art & Design on Nov. 10, 9 am - 3 pm. Beginners and advance artists will learn to relax, sharpen observation skills and learn fun drawing concepts.. Class size is limited, apply early. The cost is \$50. Call the Studio for registration forms and material lists. The workshop will be held at 616 Stevens Ave., Suite C, Solana Beach. 858-755-6202 or visit rikki-studio.com
- **Sharon Hinckley will teach Painting Radiant Watercolors** at the Studio of Art & Design on Nov. 19 & 20, 9:30 am -3:30 pm. The workshop will focus on color and space with exercises designed to expand your creative horizons. Pre-registration is required, class size is limited. The cost for the two-day class is \$100. Call the Studio for registration forms and material lists. The workshop will be held at 616 Stevens Ave., Suite C, Solana Beach. 858-755-6202 or visit rikki-studio.com
- **Miniature Art Holiday Boutique**  
Affordable original art for family and friends in a winter wonderland. Walk thru' our gaily decorated gallery and see the small paintings, and unusual gifts for the Holiday Season. Stocking stuffer-size, easy to mail sized art, paintings, jewelry, art dolls, art toys and other surprises at the Moonlight Beach Gallery at the 101 Artist Colony, November 21 till Christmas, open from Tuesday thru' Sunday 11- 5pm, 90 N. Coast H'way 101, Encinitas.
- **Several SDA G members** were juried in to the first annual Wildlife Art Exhibition at the San Diego Natural History Museum, including **Barbara Mille**. The exhibit runs through Jan. 1<sup>st</sup> 2006 at the museum in Balboa Park.



## Annual Holiday Potluck Luncheon

We, the San Dieguito Art Guild, are having our annual Holiday Potluck Luncheon on **Thursday, Dec. 1st starting at 12 noon** in the grand room at Quail Gardens. (Where we usually meet for the general meeting.) The luncheon is for members & guests only.

**Please call Joan Grine to RSVP** and let her know what food you'll be bringing to share. Her number is (858) 481-8783 or e-mail to [grine@adelphia.net](mailto:grine@adelphia.net). We need to know ahead who is coming so we can set a place for everyone.

Along with our usual gift exchange, we will be announcing the winners of the December cash awards show, raffling a golf foursome at Rancho Bernardo CC donated by Lisa Reinhardt, and giving away some door prizes. If anyone wants to join in for the usual & fun gift exchange, please bring an original piece of artwork, print or packet of cards, jewelry or other item that you have made to enter the gift exchange. All who bring something may participate in choosing a piece of artwork in the gift exchange.

Please join us for this festive and fun time to visit and share the start of the holidays with your artist friends.

### Show your support

**Encinitas City Council will be reviewing our grant application on Nov. 16<sup>th</sup>. Meet at the Gallery at 5:30 pm to attend as a group. For more info: Laura Lowensrein**

## Opportunities for Our Artists

### 1.) Invitation to show at B A E Systems, Rancho Bernardo

SDAG has been invited to participate in the BAE Systems Artists Gallery, located in Rancho Bernardo. This defense contractor displays artwork for its approximately 1600 employees plus visiting customers.

The next dropoff date is Dec. 9th from 11 am to 1 pm. Pictures will remain there until March 3, 2006.

We may bring up to 3 pictures each. While the maximum size is 36" x 40", they are flexible about larger pieces.

SDAG will get a 15% commission, the artist has to pay the sales tax.

All a SDAG member needs to do is go there on Dec. 9 between 11 am and 1 pm with up to three pictures and people will help fill out the forms.

Note that if you are currently participating through another art group, you cannot display more pieces; however, you may designate SDAG to get the commission on one or more of your pictures.

They will have spaces roped off for artists' parking. You tell the security guard that you are bringing artwork and he just waves you in; you turn immediately right and then left and you will see the designated parking spaces. A map will be at the Gallery.

Contact Grace Swanson or Doreen Long with any questions.

### 2.) Juried show at Scripps Hospital, La Jolla

They would like 20 to 25 large pieces. Submission date: April 1<sup>st</sup>, show to hang through June. More details when we have them, (next issue).

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SDAG will get a 15% commission, the artist has to pay the sales tax.

All a SDAG member needs to do is go there on Dec. 9 between 11 am and 1 pm with up to three pictures and people will help fill out the forms.

Note that if you are currently participating through another art group, you cannot display more pieces; however, you may designate SDAG to get the commission on one or more of your pictures.

They will have spaces roped off for artists' parking. You tell the security guard that you are bringing artwork and he just waves you in; you turn immediately right and then left and you will see the designated parking spaces. A map will be at the Gallery.

Contact Grace Swanson or Doreen Long with any questions.

2.) Juried show at Scripps Hospital, La Jolla

They would like 20 to 25 large pieces. Submission date: April 1st, show to hang through June. More details when we have them, (next issue).



## A Message from Our President

The Board of Directors has been closely reviewing our financial situation over the last two months, even holding a special board meeting in October to assess our situation and look at options.

Unfortunately, after much review, the Board has made the painful decision to close the Gallery with the last day of operations being Dec. 31, 2005. We just don't have enough capital to continue in our present location.

Since we opened our doors at our new location nine months ago, we have lost a little money each month with the last 2 months really accelerating that process. It seems that the cost involved in running a gallery just cannot be supported by our current list of active artists.

Opening and sustaining a new business is an expensive proposition. We gave the new location a real try but found that even though we have a beautiful little gallery, the lack of foot traffic and their impulse buying, has caused a substantial decrease in sales. With a decrease of sales, we have unhappy artists. Our Gallery is really for the artists' and the members' benefit. The Gallery itself doesn't make any real money for it's operating expenses. Therefore, when we have fewer members supporting our location as the right one, we have less income (quarterly renters and monthly show art) to keep it running. At this time, we just don't have the capital to continue past December without draining our account totally.

Our Guild membership has been changing over the years. Did you know the Guild was first started in 1965 by a group of 12 enthusiastic artists living in this area? We're one of the longest standing guilds in this area. At this time, many of the members are trying to be active artists, using their artwork to support them or supplement their income. But with other jobs and active family lives, members are changing how they are able to participate in our Guild. During this time of closing the gallery, the board will actively look at how we can recreate and restructure the activities of Guild so that we will have many opportunities for future involvement and exhibiting our artwork.

There have been many guilds in our area operating successfully without a gallery. We plan to follow suit and continue to provide our members opportunities to show their artwork, as well as interesting demonstrations at our monthly meeting, possibly changing the time so more members can come, classes & workshops and many other ideas in the works. We'll continue to look for suitable gallery space in a better location. Maybe even another coffee shop situation! We were very lucky to have been at the Pannikin for so many years. That kind of situation would be perfect.

If anyone would like to make suggestions or help in the various Task Force Committees that have been formed to evaluate the workings of the Guild and it's future, please contact the committee chair people or myself. We will continue to have our regular Board Meetings and General Meetings.

The Task Force Committees are as follows:

**Restructure/ Off-Site Opportunities**-Joan Grine (858)481-8783 [grine@adelphia.net](mailto:grine@adelphia.net) and Lisa Reinhardt (760) 753-5152 [lisareinhardt@sbcglobal.net](mailto:lisareinhardt@sbcglobal.net), co-chairs with Mike Snitslaar (760) 744-8108 [msnitslaar@cox.net](mailto:msnitslaar@cox.net) assisting.

**New site with Coffee shop**-Grace Swanson (760)942-6109 or [swanson121@cox.net](mailto:swanson121@cox.net), chair with Lisa Reinhardt

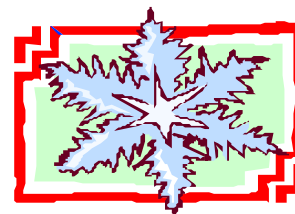
**Art Commission of Encinitas** (Approaching the city to help the art community in general as well as our guild)-**Walter Berk** (760)942-0696 or [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net), chair

**Present Gallery/ Closing of Operations**-Grace Swanson (See contact info above.), chair

Although we are sad about closing our little gallery in Leucadia, many of us have started to get excited about the new opportunities that are opening up for us to show our work in other locations that will provide more visibility and sales. We're just beginning to scratch the surface. Please let us know your ideas, concerns or questions.

And we hope to see many of you at our Holiday Luncheon on Thursday, December 1st at 12 noon at Quail Gardens. This will be a fun time to regroup and relax amongst your artist friends.

Also, don't miss out on the December Cash Awards Monthly Show. It will be the last in our current location and even though we have less funds, we are going to have some cash awards! (See announcement in other location.)



**Laura Lowenstein**

SDAG president  
(760) 753-3254  
[lloenstein@adelphia.net](mailto:lloenstein@adelphia.net)

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Laura Lowenstein  
SDAG president

## Monthly Show News

1. If you will be away over the Thanksgiving long week-end, you are welcome to drop off your picture, entry form and check at any time. Just call Doreen Long, 858-487-3672, so that she will look for it on take-in day, 11/25. That way all the people who came here for the holiday, plus all the December shoppers, will be sure to see it.
2. Remember that sizes now go up to 44"
3. Congratulations to our first \$25 Judge's Choice winner -- *Richard Hoppe*.

## December Cash Awards Show Judge Dan Peragine

Leaving New York City in the midst of Pop culture in 1969, Dan Peragine attended the University of Nebraska as a painting major. While there, Dan began carving stone. Monolithic stone carving became his paramount means of expression. His drawings and paintings are the playground for his three-dimensional works in stone, steel, bronze and mixed media sculptures. Surrealistic landscapes set the stage for him to explore his plastic form and constructivist ideas influenced by Russian artists. Dan made a short film, *Transcending*, inspired by the events of 911, the need for transcendence is visually presented through his sculpture "guardian" and includes the words of e.e. Cummings. Sound is by former NY Doll and bassist for Iggy Pop, Michael Page. For more info go to his website [www.scvlpot.com](http://www.scvlpot.com)

## Monthly Calendar Chairperson schedule:

November	Grace Swanson
December	Cris Weatherby

The Monthly Calendar Chairperson is responsible to check the sitting sign up calendar in the "Daily" notebook **2 weeks before it's published** for completeness.

After you've checked/completed the calendar, it is published by Laura Lyn Walker, VP of Information. For your month, the Monthly Chair makes sure the Gallery is opened and staffed. The first sitter each day will call to let you know they are there.

## Gallery Manager's Corner

When I first realized that the Gallery would be closing at the end of the year, I was, like most of you, sad but not entirely surprised. Now, however, the more I have thought about it, the more excited I am getting. We will turn our energy from running a Gallery (it's more work than most people realize) to finding new venues to display our art. I think that in these locations your art will be seen by more people and that you will have the potential for more sales in the year to come than you have had this past year at the Gallery. I am looking forward to the show at Scripps Memorial Hospital. I plan to participate in the show at BAE Systems in Rancho Bernardo. And that is only the beginning. I look forward to scouting out and reporting on any new ideas or venues. And as we have been doing, I will assist in the search for that ideal gallery location with the hope that eventually we can find a wonderful new place for us to reopen. I don't think it will happen right away, though. Rentals in this paradise we live in are scarce (and expensive).

Meanwhile we have November and December to keep up and running. I hope that we will all stay professional and sit the shifts we have signed up for. I hope too that when we talk to each other and also to the general public we will stay up-beat. We are still a very active, lively Guild. I remember what one of my artist friends said years ago, "Do I change or do I die?" Well, we don't want to die so we will make the changes necessary to stay alive. We will need help when the time comes at the beginning of January after the Holidays when we have to dismantle the Gallery and figure out what to store and what to keep. If you would like to help with that task please give me a call at 760-942-6109.



Grace Swanson

## November Featured Offsite Artists-- Bank of America, Encinitas Blvd. & El Camino Real

### Featured Exhibitors:

Lorreta Phoenix	Photo
Yanina Cambarerei	WC
Alison Christler	Multi
June A. Clark	WC

Contact Lisa Reinhardt 760-751-5152 to get on the list.



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Loretta Phoenix Photo  
Yanina Cambareri WC  
Alison Christler Multi  
June A. Clark WC

Contact Lisa Reinhardt to get on the list.

# November 2005 Monthly Show Results:

Judge: Lisa Falls

## #3 Oil/Acrylic (O/A) --

	Artist's Name	Title
1 <sup>st</sup>	Bobby Harrington	Tranquility Garden
2 <sup>nd</sup>	Carole Kramb	Blue Roses
3 <sup>rd</sup>	Majorie Weaver	Fear Factor

## #4 Watermedia (W/M) --

	Artist's Name	Title
1 <sup>st</sup>	Janet Finney	The Shores
2 <sup>nd</sup>	Shirley Pentoney	Summer Remembrance
3 <sup>rd</sup>	Wanda Olson	Sybil A Sweet Memory
HM	Bonnie Knight	Egrets
HM	Lila Blinco	Cactus in Sunlight

## #5 Photography (P) + Other Media

	Artist's Name	Title
1 <sup>st</sup>	Richard Hoppe	Firestorm I
2 <sup>nd</sup>	Kirkos	Structure in Turbulence
3 <sup>rd</sup>	Isabella Breasted	Burst of Color

## #6 Mixed Media (M/M)

	Artist's Name	Title
1 <sup>st</sup>	Joan Grine	Mission Trails Park
2 <sup>nd</sup>	Norma Ruht	Coral Reef
3 <sup>rd</sup>	Ray Balbes	Storm

The Board would like to thank all of you have renewed your membership in the Guild.



<b>MONTH: Dec 05</b>	<b>TAKE-IN TAG-SDAG Monthly Show (Print CLEARLY!!)</b>
<b>Artist's Name:</b>	
<b>Item #:</b>	
<b>Entry Title:</b>	
<b>Department #:</b>	
<b>Vendor ID:</b>	
<b>Commission: Y/N?</b>	
<b>Price:</b>	
<b>Medium:</b>	

## **RULES FOR MONTHLY TAKE-IN**

All work must be original work less than 2 years old and for sale.

Artwork (including frame) is measured on the longest side with a maximum size of 44". \*

Up to 26", the fee is \$10

Over 26" and up to 32", the fee is \$15

Over 32" and up to 38", the fee is \$20

Over 38" and up to 44", the fee is \$25

A 15% commission will be charged on sales from the Monthly Show.

Please have your entry slip (just one) already filled out, except for the Item Number, which will be added at the check-in table. There will be one of these slips printed in your Paint Rag.

Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.

If there is a question about the Department Number, there is a list on the take-in table, or a volunteer can help you. Your entry must be in the correct department or it may be ineligible for judging.

Do not bring in wet paintings or frames.

The wire should be the multi-strand wire, attached approximately one fourth of the way down from the top of the frame, and slack enough to come up to approximately 2" from the top of the frame.

Please tape the ends of the wire, and please don't put tape or tubing in the middle of the wire. It will not fit our hangers if you do.

Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and a well-cut mat.

\* An exception is the occasional unusual shaped artwork, ie, an extremely long and/or extremely narrow piece where a square inch size calculation will be substituted.

The Take-in committee reserves the right to refuse entries that do not meet gallery standards.

## November 2005 Monthly Show Results:

Judge: Lisa Falls

### #3 Oil/Acrylic (O/A) –

Artist's Name Title

1st Bobby Harrington Tranquility Garden

2nd Carole Kramb Blue Roses

3rd Majorie Weaver Fear Factor

### #4 Watermedia (W/M) --

Artist's Name Title

1st Janet Finney The Shores

2nd Shirley Pentoney Summer Remembrance

3rd Wanda Olson Sybil A Sweet Memory

HM Bonnie Knight Egrets

HM Lila Blinco Cactus in Sunlight

### #5 Photography (P) + Other Media

Artist's Name Title

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2nd Kirkos Structure in Turbulence

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