

OFF-TRACK GALLERY Hanging Rules and Fees

These rules and fees pertain to wall hung art only (For rules and fees for "Floor Art" (that is jewelry, sculpture, textile, tile, ceramic etc.) please email or call the "Floor Art Chair" Barbara Millé.)

- The ENTIRE gallery is a monthly show. There will be an entirely new show each month.

The fee for showing one piece of wall art is \$15 per month regardless of the size of the work.

- If you pay for 3 months in advance, your fee will be \$10 for each piece of art for each of the 3 months (you save \$15). You will need to change your piece of art for a new one each month.
- You may show more than one piece of work each month if there is room. Just use the costs above and multiply times the number of pieces you wish to show.
- One additional piece of art may be shown in the hallways for free if a student show is not taking all the space and if the Off Track has the foyer space for that month (you must have at least one piece in the monthly show). These spaces are limited and are "first come, first served". Please note that the reason these spaces are free is that the hallways are a little less secure than our 4 locked rooms. You will hang at your own risk, but these are desirable spots to hang since these paintings will be the first thing that a potential customer will see. Jewelry and other small pieces will not be positioned in the hallways. They will be in locked rooms only.
- Each artist will sit the gallery. One shift per month for one piece of wall art. Two shifts per month for 2 pieces of wall art or combination of floor and wall. This includes artists showing only shrink-wraps and/or only cards.
- There are 2 sitters per shift, for the safety of our sitters, to support members who have not sat before and to protect our art since we are showing in several different rooms and one person will not be able to keep an eye on all rooms at all times.

nSitting hours (subject to revision as we monitor traffic patterns):

First shift = 10am to 2pm

Second shift = 2pm to 6pm

Third shift = 6am to 8pm (may be extended to 9pm)

n Gallery will be closed Tuesdays

RULES FOR ARTWORK

- 15% commission on ALL cards, shrink-wraps and wall art.
- All work must be original and for sale.

- Please have your entry slip (found in the Paint Rag) already filled out. Tape to the lower right corner of your art using blue painters tape only. Tag faces out.
- Work must be framed unless you use the wrap-around canvas staples in the back
- You must have your name and the title of your piece on the reverse of your work (in addition to the tag).
- Do not bring in wet paintings or frames.
- You must have a multi-strand wire (not the saw-toothed hangers that usually come with ready-made frames) attached securely approx 1/4 of the way down from the top of the frame and slack enough to come up to approx. 2 inches from the top of the frame.
- You must tape the ends of the wire (loose wire can cut the hands of those doing the hanging).
- Be sure your work looks as nice as it can, with clean, well put-together frame, clean glass and clean well-cut mat.
- The Guild reserves the right to refuse entries that do not meet SDAG standards.
- Giclées (and other prints) must CLEARLY be identified as reproductions/prints.
- Calligraphy as part of the art piece is acceptable.

SHRINK-WRAPPS

Each SDAG member may show two shrink-wrap for free but you must sit the gallery

CARDS

If member wants to show cards on 4 slots on the revolving card rack (and if there is room available) the fee is \$5 per month and you get a top position if possible. One slot is free. If you only have cards, you still sit the gallery.

April 2006

Who We Are

The San Dieguito Art Guild, a non-profit organization of local artists, is the oldest active art guild in North San Diego County. The Guild is dedicated to furthering artistic understanding and fostering artistic growth in the community by promoting education, knowledge and skills in the visual arts.

The Guild has 150 members. Annual membership fees are \$55 (September to September)

What San Dieguito Art Guild members get for their membership:

- Members of the SDAG receive a newsletter each month packed with information about not only the Guild but also other items, galleries, shows and opportunities for artists. The Paint Rag is sent out via email in PDF format. For those who don't have computer, a hard copy is mailed.
- Membership directory published annually
- Web page available for a \$25 one-time fee at www.offtrackgallery.com or 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 6:30 pm to 8:30 pm. The public is invited. Refreshments are served. (There is no demonstration in December. Instead the SDAG hosts a holiday pot luck luncheon.)
- A member may enter his or her work in a monthly show for a small fee and an assigned shift each month to "sit" the Gallery. The wall-hung art in this show is judged in each category for first, second, third and honorable mention. In December there is a cash award for first place. The Off Track Gallery hosts (month to be determined) a small image show, wherein each piece of art to hang is (including frame) 12 inches or less.
- A member may also display 2 pieces of unframed art and greeting cards for free.

Our member artists work in many media: oil painting, watercolor painting, acrylic painting, mixed media, photography, blown glass, painted glass, jewelry, greeting cards and wearable art.

The SDAG is run by a board of directors who meet the first Thursday of every month to set policy and review what the Guild needs and wants to accomplish. This

board is made up of President, Vice President, Secretary, Treasurer, Gallery Manager, Newsletter Chair, Publicity Chair, Parliamentarian, Art Rotation Chair, Hospitality, Mailing, Membership, Off-site Exhibits and Sitting Calendar Chair.

How it All Began

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). Their purpose was to promote greater understanding and appreciation of the fine arts in the area. Today the mission remains the same.

The Guild artists began showing their work on the lawn of the Old Del Mar Hotel property. With the money raised from the outdoor shows, commissions from sales and dues, the members were able to rent a small shop in downtown Del Mar. It was named the Blue Lantern Art Gallery after the blue lantern that hung in front of the shop.

In December 1966, the Guild moved across the street to the former St. James Catholic Church, which is now the Del Mar Library. It served as headquarters through September 1969. Monthly Memberships Shows, one-person shows, and an art supply store were all available.

In 1969 the Guild moved once again. This time to the "Honeymoon Cottage" of the Old Del Mar Hotel. This building is the only remaining structure of the old hotel. The four bedrooms were converted into art studios, the second floor became a large workshop and meeting room. The main gallery was on the ground floor. There was even room for the permanent hosts to live on site! A year and a half later they were on the move again. In 1975, the Guild left Del Mar and moved to Leucadia. The Guild was located in two other locations before moving to the historic Santa Fe Railroad Station in September 1994. Like the Guild, the train station had also moved from its original location.

In 2005 the Guild moved to the corner of Leucadia Blvd. and Coast Highway. But, the name derived from the time in the old train station, Off Track Gallery, remained the same. In December of 2005 the Gallery was closed so that they could look for a new location.

An New Gallery in 2006

The Off Track Gallery will be opening in April of 2006 in downtown Encinitas at 687 South Coast Highway 101. The large gray metal building, where

the Off Track will be one of many temporary occupants, opened in the early 1950s as the printing plant and offices for the former Coast Dispatch newspaper, which closed in the early 1990s. Redsand, a clothing company, occupied the building for 10 years. Plans are underway to tear down the entire structure and replace it with shops and townhomes. During the planning and permitting process, John DeWald & Associates is renting 4 of the downstairs rooms to the SDAG on a month to month basis.

Waiting for an opportunity

While the San Dieguito Art Guild was without a gallery in early 2006 they looked for other venues for their artists to be able to show their work. Over 40 members will be exhibiting paintings and photographs at the Solana Beach City hall from March 1 through April 15. There will be an artists' reception at City Hall on Wednesday, March 8 from 5:30 to 7:30. The public is welcome.

Mid April the members will have an opportunity to hang in the Solana Beach Library.

In June they show in the Encinitas City Hall

Each month five selected members of the SDAG hang their art in the Bank Of America on the corner of Encinitas Blvd. and El Camino Real in Encinitas.

Monthly Art Demonstration

Each month a different well-known artist is invited to lecture and demonstrate their art style at Quail Botanical Gardens in the Ecke Building. The time is 6:30 to 8:30pm. There is a raffle of a piece of art that the guest artist has donated. Proceeds from the raffle benefit the Guild.

The demonstrator for the month of March is Valli McDougle, Associate Member of AMERICAN W/C SOCIETY, a brilliant watercolorist and a very professional artist. After an exciting career that spanned 10 years on the staff of a United States Senator, a stint as an editorial writer for a CBS-owned radio station and 14 years as an academic administrator at the University of California San Francisco, Valli fulfilled a lifelong dream to study watercolor. When she moved to La Jolla, she sought out teachers and fellow artists, quickly becoming immersed in the world of art and indulging her passion for colors, textures and designs.

For the past four years, she has studied with many well-known artists that include Joan McKasson, Cal Fortbrook, Robbie Laird, France-Marie Haeger, Elaine Harvey, Norma Soulé, Walter Bruning, Ken Goldman, Frank Webb, Jane Burnham and Dale Laitinen. Valli explores the many facets of watercolor, pastels and mixed media and revels in the glorious vibrant colors and happy accidents.

Professional Affiliations:

- Athenaeum School of the Arts
- San Diego Watercolor Society,
- La Jolla Art Association
- Pastel Society of San Diego
- American Watercolor Society Associate Member

Juried Shows

- San Diego Watercolor Society, monthly shows (2000-Present)
- Awards received (March and June 2003)
- Foothills Methodist Church Festival of Art (May 2003)
- Pastel Society of San Diego Annual Juried Show (May 2003)

Exhibitions

- Pacific Beach Art Guild Fine Art Garden Show (July 2002)
- NTC Foundation (2002, 2003)
- Wesley Palms Gallery (2003)
- La Jolla Art Association, "Creative Expressions", Six-Member Exhibition (Apr/May 2003)

For April the demonstration is artist Stephanie Goldman. She's a top-notch artist. Through years of studying with distinguished professional artists, she has integrated the insights and influences from the strongest of these into my palette, brushwork and studio ethic. The value scales of Ken Goldman, the color discipline of Wolf Kahn and realist principles of Nelson Shanks have all contributed to her present sense of aesthete and composition. She uses modern materials and techniques with contemporary ideas and classical studio skills to create paintings with visual appeal and emotional content. By harmonizing color, line and form with passion, inspiration and focus she strives to bring new textural intensity to pictorial subject matter. The paintings in her new "I Am A Child" exhibition at the Riverside Art Museum push the extremes to exaggerate a particular viewpoint where the observer becomes an active participant. Her work can be seen

on line at www.goldmanfineart.com

Environmental Painters

Each Tuesday Joan Grine leads a group of artists to a different locations around the North Coastal County to paint Plein Aire. Members are invited to join this group of painters.

San Dieguito Art Guild's Annual Mothers' Day Studio/Garden Tour

Each year the San Dieguito Art Guild hosts a Mother's Day Tour to raise money for the Gallery.

This is for out of town publications:

San Diego Artists Open their Studio's and Gardens for Mom

Grab Mom and a bunch of friends and head to San Diego to see beautiful art, taste delicious food, and enjoy strolling through exquisite gardens, at the annual San Dieguito Art Guild's Mothers' Day Studio/Garden Tour May 13 and 14. Your self guided tour takes you to the studios of talented local artists who go all out to prepare for this exciting weekend where they present a variety of art available at artist direct prices to the public. Along with entrance to their stunning private gardens, enjoy a variety of other entertainment from musical performances to tasty treats! Ten studio/gardens are featured with multiple artists at each location. Visit www.offtrackgallery.com for specific information on each artist.

- May 13 and 14 from 10AM until 4PM
- Admission is \$15.00 (Portion of the \$15 ticket is donated to local schools to support art programming).
- Purchase tickets in advance by calling Laura Lowenstein at 760-942-3636 or on the day of the event from any studio on the tour.
- www.offtrackgallery.com

This is for local publications that said they would run only a calendar listing or blurb

San Dieguito Art Guild's Annual Mothers' Day Studio/Garden Tour

A springtime tradition! Take Mom on a drive to see the many talented local artists who go all out to prepare for this exciting weekend, where they present a variety of art available at artist direct prices to the

public. Along with entrance to their stunning private gardens, enjoy a variety of other entertainment from musical performances to tasty treats! Ten studio/gardens are featured with multiple artists at each location. Visit www.offtrackgallery.com for specific information on each artist. May 13 and 14 from 10AM until 4PM. Admission is \$15.00 (Portion of the \$15 ticket is donated to local schools to support art programming). Purchase tickets in advance by calling Laura Lowenstein at 760-942-3636 or on the day of the event from any studio on the tour.

Gallery Committee Meeting
Tuesday, April 18, 10:30 am

These are things we will discuss and then vote on:

Each member showing in the gallery be required to sit 2 shifts?

n YES n NO

Sell art from the other galleries that have art in the hallways?

n YES n NO

Should we open and close other gallery's doors? n YES n NO

Open on Mondays and Tuesdays? n YES n NO

Limit the size of paintings? n YES n NO

Allow one large, one regular? n YES n NO

Measure all work now because of space? n YES n NO

Hang in the halls? n YES n NO

Charge for this? n YES n NO

Should we hang in the office?

Mini-take in day on Thursday night for those who work? n

YES n NO

Should we have a theme show? n YES n NO

How will it work?

Help with the sitting calendar.

If we do not open on Monday and Tuesdays but are open on Friday and Saturday evenings, then we need to fill 109 sitting slots.

If we open Mondays and Tuesdays then we need to fill 149 slots.

This past month we had 85 pictures hung with about 11 more that could have been hung had they not been oversized. That would bring us to 96 pictures that could hang. And about 13 floor art spaces. If everyone sits a shift per painting (or "shelf" for floor art) that would only be 109 shifts. That is not enough.

There are 10 floor artists. There were about 61 wall artists. That is a total of 71 artists. We will probably add 10 more artists next month bringing us to 81. If each of them sat 2x that would be 162 shifts. That's what we need to staff the gallery if we want to be open every day and give the major job holders a break to sit only once.

Members with medical disability to be exempt from sitting?

n YES n NO

1. Hearing loss

2. Bowel disease

3. Chronic Fatigue Syndrome

CFS, is a debilitating and complex disorder characterized by profound fatigue that is not improved by bed rest and that may be worsened by physical or mental activity. Persons with CFS most often function at a substantially lower level of activity than they were capable of before the onset of illness. The cause or causes of CFS have not been identified and no specific diagnostic tests are available.

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San Dieguito Art Guild's

Off Track Gallery



Jewelry by Barb Millé

Watercolor by Kim Treffinger



Newly located at: **687 South Coast Highway 101, Encinitas**

Hours: Wed-Sun, 10am-6pm

www.offtrackgalley.com **760-942-3636**

C O M I N G S O O N

Off Track Art Gallery

Watercolor • Pastel • Photography • Digital Art • Oils • Acrylics
Mixed Media • Jewelry • Glass • Wearable Art • Sculpture

Now accepting new members to this co-op gallery

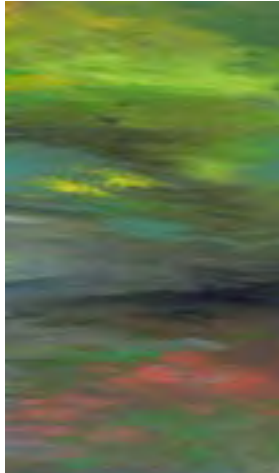
760-942-3636



Artists' Reception

hosted by the
San Dieguito Art Guild
Wednesday, March 8
5:30 pm to 7:30 pm

Solana Beach City Hall
635 South Highway 101
*between the Via De La Valle
and Loma Santa Fe exits off Hwy 5*



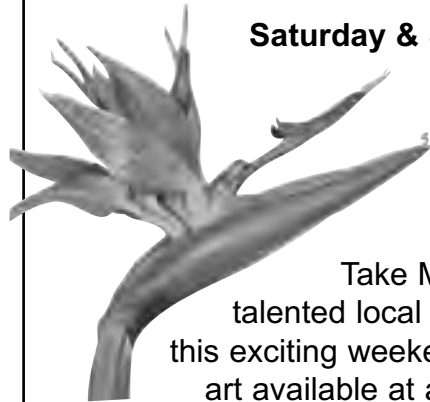
Over 40 different artists from the Off Track Gallery will be showing their work.
Watercolor • Pastel • Photography • Digital Art • Oils • Acrylics • Mixed Media

SAVE THE DATE

Mother's Day Studio & Garden Tour

Saturday & Sunday, May 13 and 14

10AM until 4PM



A springtime tradition!

Take Mom on a drive to see the many talented local artists who go all out to prepare for this exciting weekend, where they present a variety of art available at artist direct prices to the public.

Along with entrance to their stunning private gardens, enjoy a variety of other entertainment from musical performances to tasty treats!

Ten North County studio/gardens, ranging from Encinitas through Rancho Santa Fe to Scripps Ranch, are featured with multiple artists at each location.

Admission is \$15.00

(Portion of the ticket is donated to local schools to support art programming.)

Purchase tickets in advance by calling

Laura Lowenstein at

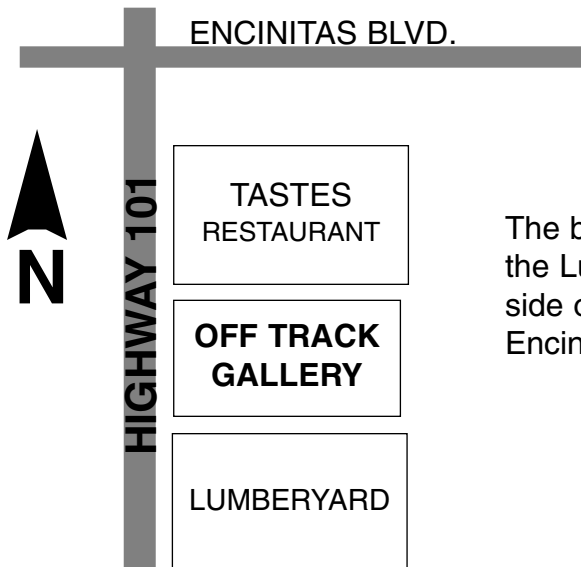
760-942-3636

www.offtrackgallery.com



NEW LOCATION Off Track Gallery

687 South Coast Highway 101, Encinitas
760-942-3636



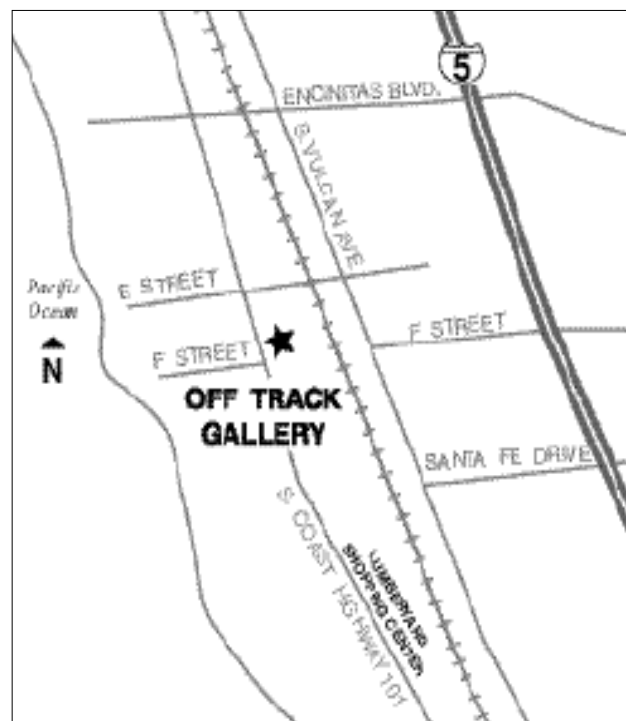
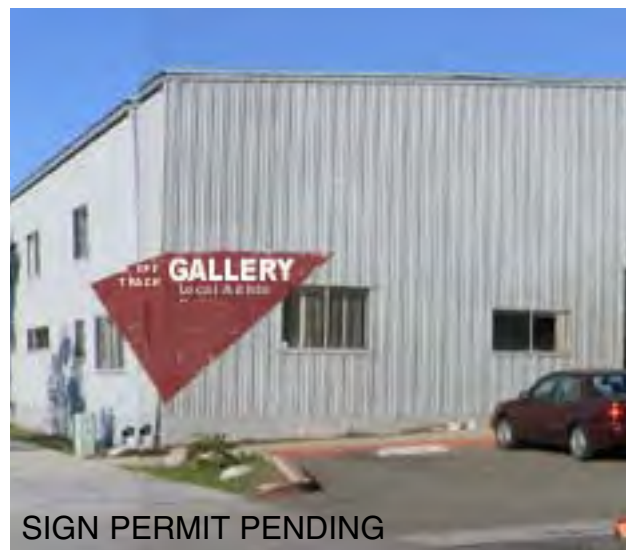
The building is North of the Lumberyard, same side of street. South of Encinitas Blvd.

Our members

SDAG artists work in many media: oil painting, watercolor painting, acrylic painting, mixed media, photography, blown glass, painted glass, jewelry, greeting cards and wearable art.

Organization

The SDAG is run by a **board of directors** who meet the first Thursday of every month to set policy and review what the Guild needs and wants to accomplish. This board is made up of President, Vice President, Secretary, Treasurer, Floor Art Chair, Gallery Manager, Newsletter Chair, Publicity Chair, Parliamentarian, Hospitality, Mailing Chair, Membership Chair, Off-site Exhibits Chair and Sitting Calendar Chair.



Off Track Gallery
687 South Coast Highway 101
Encinitas, CA 92024
760-942-3636
www.offtrackgallery.com

San Dieguito Art Guild

Off Track Gallery



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Superstrings: 101 Artists Colony will host a concert at 7 p.m. Saturday on the A Street Stage, 90 N. Coast Highway, Encinitas. Superstrings combines bluegrass instrumentals with back-country harmonies and includes country swing and hillbilly jazz. Cost, \$10 at the door. (760) 632-9074 or www.101lacevents.com.

Gallery opening: Off Track Gallery has moved to 687 S. Coast Highway 101, Encinitas. A grand opening celebration and ribbon cutting are planned for 2 to 5 p.m. Sunday. Local artists display paintings, jewelry, ceramics, photography and a large selection of artistic greeting cards. New members welcome. (760) 942-3636.

AARP: San Dieguito Chapter 239 will meet from 1 to 2:30 p.m. Monday at the Encinitas Community and Senior Center, 1140 Oakcrest Park Drive, Encinitas. "Prevention of Falls" is the program. Refreshments will be served. Free. (760) 943-2250.

Native plants: Gardening and landscaping with California native plants that require little maintenance will be the focus of a course that will meet from 6 to 8:30 p.m. Wednesdays, April 5-19, at Miracosta College's San Elijo campus, 3333 Manchester Ave., Room 206, Cardiff. Julie Schneider instructs. Fee: \$59. (760) 795-6820 or www.miracosta.edu/comm.

Dance Studio Hour: Zumba dances and a Pilates demonstration will be at 7:30 p.m. at the San Elijo campus, 3333 Manchester Ave., Room 206, Cardiff. Fee: \$5. (760) 795-6615.

MARCH 30

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Training New Off Track Gallery Sitters

1. Daily Book check list
2. Daily Log of customer tally
3. Calendar book
4. Selling down the hall
5. Opening and closing the gallery
6. Coffee
7. Bathroom supplies
8. Gallery tour--rooms, filing cabinet
9. Loretta's bags
10. Unlock cabinets in room 2
11. Go through POS book

To make a sale:

Give customer scratch paper for them to write down
name, address, phone, email

Go to T (Transaction)

Type in customer's phone (no area code, no spaces)

HIT ENTER

Type in your employee #

(first 3 letters of your last name)

Scan item or

type in first 3 letters of artist's last name

HIT ENTER

HIT ENTER (make sure this is the item you are
selling e.g. jewelry, card etc)

HIT ENTER

Put in price

HIT ENTER

HIT ENTER

HIT ENTER

HIT ENTER

Swipe credit card now, (first hit clear)

and follow prompts

Enter last 4 #'s of credit card

HIT ENTER

Put in amount

HIT ENTER

IGNORE request for Invoice #

Note that you get approval code.

have customer sign

Change computer window to CASH, CHECK,
CREDIT CARD etc.

Check to make sure switch is on receipts
(not Bar Code)

Change to CASH, CHECK, CREDIT CARD
customer gets second copy of each

Call artist (not for cards) when item is sold

Put Sold sign

687 South Coast Highway 101
Encinitas CA 92024
760-942-3636

The Paint Rag

April 2006



Mark Your Calendar

- **Solana Beach City Hall Show**
March 1- April 13, 2006
Reception: Wed. March 8,
5:30-7:30pm
- **Take-in for new gallery**
Floor renters: Thurs., Mar 30,
9:30am-1:00pm;
Wall renters: Friday, March 31, 2006
- **New Gallery Opening Day**
Sat., April 1, 2006
- **New Gallery Grand Opening**
Reception Sun., April 2, 2006,
2:00-5:00pm/ribbon cutting at 3:00pm
- **Board Meeting** 9:30am Thurs., April
6, Larabee House, Quail Gardens
- **General Meeting** Thurs., April 6,
2006, 7-9PM pm
(Note new evening time.)
- **Carlsbad Street Fair** Sun., May 7
- **Mothers' Day Tour** May 13 & 14
- **City of Encinitas Show** June 1-30,
2006 **Drop off art:** Tues., May 30,
2006 at 10:00 am. **Pick up art:** Fri.,
June 30, 2006 at 9:30 am.
Reception: Wed., June 14, 2006,
5:00-7:00 pm

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

March 7 Oceanside Harbor,
meet at Jolly Roger

March 14 & 21 Torrey Pines State
Reserve, meet at the parking lot at the
visitors' center

March 28 & April 4 Marian Bear Park,
off of Clairmont Mesa Dr, first exit off Rte.
52 (San Clemente Canyon)

April 11 & 18 Ponto Beach, on Rte.101,
north of La Costa Blvd.
Call Joan Grine (858.481.8783)

April Demonstrator Stephanie Goldman

Note NEW Time

DEMO: 7:00 – 9:00p.m., Thurs.,
April 6, Ecker Hall, Quail Gardens



Through years of studying with distinguished professional artists, I have integrated the insights and influences from the strongest of these into my palette, brushwork and studio ethic. The value scales of Ken Goldman, the color discipline of Wolf Kahn and realist principles of Nelson Shanks have all contributed to my present sense of aesthete and composition. I use modern materials and techniques with contemporary ideas and classical studio skills to create paintings with visual appeal and emotional content. By harmonizing color, line and form with passion, inspiration and focus I strive to bring new textural intensity to pictorial subject matter. The paintings in my new "I Am A Child" exhibition at the Riverside Art Museum push the extremes to exaggerate a particular viewpoint where the observer becomes an active participant. My work can be seen online at www.goldmanfineart.com

Gallery Location

687 North Coast Hwy 101

Just north of the Lumberyard Shopping Center

HOURS: 10AM TO 6PM

Open April 1, 2006

Mothers' Day Tour

We are speeding along with our plans for this year's event. We are pursuing more publicity and courting sponsors to help defray those costs.

The poster and itinerary are nearly completed; the ticket and Web page are being developed and tour hosts are choosing their guest artists.

Tour Docents are the ONE BIG AREA where we need your help. We need about 40 people to volunteer for one 4-hour stint in order to make the Tour run smoothly. You can fulfill your co-op responsibility to the Guild while you get to know some of your fellow artists. **And it's fun!** Please contact Docent Chair, **Joan Grine (858.481.8783)**, her assistant, Lia Kondiilis (858.509.8520) or Faith Fleury (619.794.4333) to be added to the list.

Remember, this is THE big fund-raising event of the year. This is how we will build a reserve fund for operations. **With your help, we will all be successful.**

Faith Fleury (619.794.4333) and Jo Ann Ginepra (858.527.0400), Co-Chairs

San Dieguito Art Guild
est. 1964

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- Mothers' Day Tour May 13 & 14
- City of Encinitas Show June 1-30,
2006 Drop off art: Tues., May 30,
2006 at 10:00 am. Pick up art: Fri.,
June 30, 2006 at 9:30 am.
Reception: Wed., June 14, 2006,
5:00-7:00 pm

Environmental Painters PAINT OUTS - ALWAYS TUES- DAY

March 7 Oceanside Harbor, meet at
Jolly Roger
March 14 & 21 Torrey Pines State
Reserve, meet at the parking lot at
the visitors' center
March 28 & April 4 Marian Bear
Park, off of Clairmont Mesa Dr,
first exit off Rte. 52 (San Clemente
Canyon)

April 11 & 18 Ponto Beach, on Rte.
101, north of La Costa Blvd.
Call Joan Grine (858.481.8783)

April Demonstrator

Stephanie Goldman

Note NEW Time

DEMO: 7:00 – 9:00p.m., Thurs.,
April 6, Ecke Hall, Quail Gardens

Through years of studying with
distinguished professional artists, I
have integrated the insights and in-
fluences from the strongest of these
into my palette, brushwork and stu-
dio ethic. The value scales of Ken
Goldman, the color discipline of
Wolf Kahn and realist principles of
Nelson Shanks have all contributed
to my present sense of aesthete and
composition. I use modern materi-
als and techniques with contempo-
rary ideas and classical studio skills
to create paintings with visual
appeal and emotional content.
By harmonizing color, line and
form with passion, inspiration and
focus I strive to bring new textural
intensity to pictorial subject matter.
The paintings in my new "I Am A
Child" exhibition at the Riverside
Art Museum push the extremes to
exaggerate a particular viewpoint
where the observer becomes an
active participant. My work can
be seen online at www.goldmanfineart.com

Gallery Location

687 North Coast Hwy 101
Just north of the Lumberyard Shop-
ping Center
HOURS: 10AM TO 6PM
Open April 1, 2006

Mothers' Day Tour

We are speeding along with our
plans for this year's event. We are
pursuing more publicity and court-
ing sponsors to help defray those
costs.

The poster and itinerary are nearly
completed; the ticket and Web page
are being developed and tour hosts
are choosing their guest artists.

Tour Docents are the ONE BIG
AREA where we need your help.
We need about 40 people to volun-
teer for one 4-hour stint in order to
make the Tour run smoothly. You
can fulfill your coop responsibil-
ity to the Guild while you get to
know some of your fellow artists.
And it's fun! Please contact Docent
Chair, Joan Grine, her assistant,
Lia Kondilis or Faith Fleury to be
added to the list.

Remember, this is THE big fund-
raising event of the year. This is
how we will build a reserve fund
for operations. With your help, we
will all be successful.

Faith Fleury and Jo Ann Ginepra,
Co-Chairs

Gallery Manager's Corner

I have such a good feeling about our new space. We are alive and growing as a Guild and adding new members. This is going to be our best year yet! We are planning on doing things a little differently in this new location so we are relaxing some of the old rules but may need to make a couple of adjustments to fees, scheduling, and procedures after the first month so bear with us. One thing that will change will be that the entire gallery will rotate each month.

- If you pay for 3 months in advance, your fee will be reduced. The cost for your first piece is \$15 per piece per month. If you pay in advance, your cost goes down to \$10 per piece per month.
- You may show more than one piece of work each month
- You may show a framed Giclee on the wall as long as it is clearly marked as a reproduction
- Calligraphy on artwork is allowed.
- Work may be shown more than one month (we suggest that the artist skips a month to make a fresh show each month).

Sitting the Gallery

There will be 2 sitters per shift.

This decision was made for the safety of our sitters, to support members who have not sat before and to protect our art since we are showing in several different rooms and one person will not be able to keep an eye on all rooms at all times. We will try to pair an experienced sitter with a non-experience one. This means that we need each person with art in the Gallery (this includes shrink-wraps and cards) to sit each month. If you have never sat before, please do not feel intimidated; you will have someone else with you. If you are not familiar with the computerized sales system, you may just write a manual receipt and the treasurer or a more experienced sitter will scan and enter it into the computer later.

Shrinks and Cards

- Each SDAG member may show two shrinkwrap pieces and may use

one card slot on the revolving card racks. There is no charge for showing shrinks and cards but you must sit the gallery.

- If a member wants to show cards on all four horizontal slots on the revolving card rack (and there is room available) the fee is \$5 per month.

Sitting hours:

- 10am to 6pm
- (first shift = 10am to 2pm, second shift = 2pm to 6pm)
- Closed Monday and Tuesday unless we have enough sitters to have filled all the other days of the week.
- We will be open evenings when there is an event in downtown Encinitas (6pm to 9pm) if we have sitters willing to sit evenings (remember you will be in pairs).
- Open Saturday and Sunday evenings (6pm to 9pm) if we have willing sitters.
- Sitting days and hours may need adjustments after the first month or two as we monitor traffic flow since we are in a new location.

The student art show, in our new Gallery location, for April will be the work of Capri Elementary's Third Grade Class. Elizabeth Barladam, parent at Capri, will coordinate with me for this show. However, we really need someone to volunteer to coordinate future student art shows.

Plans for the Future:

- **Artist of the Month.** Fees to be determined. Publicity and reception will be provided by the Guild.
- **We are starting something new:**
If you have art books or art supplies that you would like to **DONATE** to the Off Track Gallery, we will start a bookshelf in one corner of the Gallery and sell these items to help make money for the Gallery. If you have any of these items you would like to **DONATE**, please drop them off at the Gallery on Friday, March 24 between 9am and noon (or bring them with you at take-in).
- **Calendar Coordinator position still needed.** This

means that you double check to make sure all artists are sitting, all slots are full and that you (you could have an assistant or designate a different member each month if you want to) take the call each morning when the sitter lets you know the Gallery is open. If no one takes this position, I will be stuck doing it and I will get grumpy.

Grace Swanson

Member Announcements

Susie Ferry featured artist at the Rancho Buena Vista Adobe Gallery in Vista 651 E. Vista Way, (60.639-6164). The show will open May 3rd and run through May 30. Reception - Sunday, May 7th from noon to 2pm. To view her work and to find out more about the artist please visit www.susieferry.com. For any questions in regards to the Adobe show or Susie's work feel free to contact her at 858 427 0833.



Artist Opportunity

Any one interested in showing in the upcoming San Diego Hospice & Palliative Care show must fill out an individual application and submit it by April 30th. Guild entries can be hung as a group but each artist has to apply. Application blanks are available from Laura. Any questions about the process or dates, etc., please contact I lamiet Shoup 858.756.3635

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Application blanks are available from Laura. Any questions about the process or dates, etc., please contact Harriet Shoup

A Message from Our President

Exciting things have been happening this last month with our little guild. Having closed our doors on December 31, 2005 and thinking we'd be without a gallery for up to a year, we now have a new site opening in Downtown Encinitas. Beginning April 1, our new location is at 687 South Coast Highway 101, Encinitas. Just north of the Lumberyard on that same side of the street. It previously was the Redsand Building, a clothing manufacturing company. Further back, it was the *Coast Dispatch* newspaper building. The new location will be a temporary site, as the property is being developed into a wonderful commercial area with small trendy shops, courtyard art, and living lofts above. We probably will be able to stay in this site for up to a year, possibly longer. Being a big project for Encinitas, the permitting process will take time to get approved. To date the Coastal Commission has not given approval, nor has it done any public notification.

The owner/developer, John DeWald, would like to incorporate art in the future courtyard with mobile style kiosks that could be pushed into a storage shed and locked when not in use. He would like to talk with anyone interested in this and possibly other ideas to incorporate art into his development.

One of the reasons the board decided to go into this temporary site is that we will be participating in an idea for a future arts center in Encinitas. The newly hired Art Administrator, Jim Gilliam, has a vision of bringing many different types of art together in one center. There is already a location slated for a performing arts building in the Town Center on El Camino Real and Leucadia Blvd. So far, no one has successfully taken the necessary steps to get funding to build there.

Jim has been actively talking with a theater group that may be renting temporarily in the same location as our gallery. Jim's vision is a temporary art center in the Redsand building and then a future location either at the Town Center site or somewhere else in

Encinitas. We, the board, are excited to be involved in this vision and also future opportunities related to Encinitas and Leucadia events. We'll keep you posted!

Another strong force for taking the temporary site has been Grace Swanson, our gallery manager. She has been an amazing bundle of energy and an inspiration to us all. Grace is willing to take on putting together our new gallery with lots of elbow grease, imagination and little funds to work with. She has asked for help from our whole membership to do this. We can make a beautiful gallery! We're artists, after all! Grace has asked for some specific help as well as general help with keeping the gallery open. (Please see her column this issue.) Grace has mentioned that she can get us up and running, but without help she'll become grumpy. Let's not let that happen!

Speaking of help, I'd like to announce the addition of several wonderful new helpers. First, Megan Pierson has agreed to do our *Paint Rag*. She'll be taking the place of Faith Fleury, who needs to concentrate her energy on the Mother's Day event. Thank you to Faith for creating our beautiful newsletter the last 3 years. And welcome on board to Megan! Megan is a graphic artist who works for Jazzercise in Carlsbad. We hope to see some of her artwork at the new gallery.

Secondly, Darcie Anderson will be taking over the position of Publicity for the guild. We're excited to have Darcie on the board of directors as well as handling our public announcements. Darcie will be having her lovely knitted scarves and purses in our new gallery.

Thirdly, we also greatly appreciate all the behind the scenes support for publicity that Barbara Mille' and Grace Swanson have been providing in the time we have been without a publicity person. Thanks to Barbara's press releases to promote Kirk Van Allyn's New Year labyrinth event and the opening of the new gallery, as well as Grace's communications to the newspapers for articles, we've been in the news a lot more lately! Barbara Mille' will be continuing as our Card and Shrink-wrap Coordinator at the new gallery. Hooray!!

And finally, we welcome Wanda Olson as the new Show Coordinator for the wall artists. She'll oversee the wall artwork coming into the gallery each month. She will need some solid assistants to help make this job go smoothly on take in day. Please contact her at 760.753.6007 if you'd be willing to help. Wanda does amazing, large watercolors. Look for her hot air balloon watercolor at the City of Solana Beach show.

We had our first evening general meeting on Thursday, March 2nd with demonstrator Valli McDougale, president of the San Diego Watercolor Society. We will continue with the evening meetings for another 8 months as a trial. We want to get feedback on how this is working or not working for our members. Please contact Alessandra Colfi at 858.270.3370 or Alessandra@AlessandraColfi.com with any feedback or suggestions.

Happy creating to all.

Laura Lowenstein

700.753.32504

lowenstein@adelphia.net



Gallery Quality Printing and Digital Artist's Services

- Gallery quality printing services using state-of-the-art Epson wide format printers and archival inks on fine art papers and canvas.
- Printing available on media up to 44 inches wide.
- Images for printing are custom edited and corrected to the artist's vision with proof approval.
- Digital artist's services, including file preparation (jpgs etc) for submission to shows and galleries, are also available.

Source material can be original artwork, digital files or film from which high resolution scans can be made.

For information call or email:
Scott Graham 858.037.0115
or scott@sgraham.com