

## 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 we generally 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, Meg 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 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 Shrinkwrap 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 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 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 with any feedback or suggestions.

Happy creating to all  
Laura Lowenstein

## 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 (jpegs 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 858.837.0115 or [scott@sgraham.com](mailto:scott@sgraham.com)

### VOLUNTEERS

Opportunities make a difference. Connect with your fellow artists

Calendar Coordinator

Off-Site Exhibits Coordinator & Assistant to handle Bank of America and other off site shows.

Please contact Laura Lowenstein of any other member of the Board if you are interested.

### March Featured Offsite Artists— Bank of America, Encinitas Blvd. & El Camino Real

Featured Exhibitors:

Grace Swanson

Lisa Reinhardt

Faith Fleury

Sibylla Voll

Contact Lisa Reinhardt 760.753.5152 to get on the list.

### The Paint Rag is now delivered via email

Members without email will receive a printed copy via "email 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)

## Opportunities for Our Artists

Grace Swanson has begun compiling a comprehensive list of opportunities for artists to show work. To find out more about each event, contact the event directly. If you know of other events that should be added, please contact Grace.

DATE	OPPORTUNITY	COST OF ENTRY and/or commission	DEADLINE to ENTER
April 8, 9	Art Under the Umbrellas (La Quinta)	\$60 + 20%	
April 22, 23	Art Under the Umbrellas (La Quinta)	\$60 + 20%	
Mid April	Bates Nut Farm Spring Fling		
Mid April	Oceanside Days of Art		
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 (?)
August 27	Annual LeucadiaARTwalk		
Sept 16, 17	Oceanside Harbor Days		
Late Sept	Art Splash		
Begin. of Oct.	Arts Crafts & Collectibles Market		
Begin. of Oct	Mira Mesa Street Fair		
Begin. of Oct	San Marcos Arts Fair		
Mid Oct 16	Escondido Downtown Street Faire		
Late Oct	Bernardo Winery Fall Arts & Crafts Fair		
Nov	Carlsbad Village Faire	\$170	
Nov	Encinitas Street Faire & Poinsettia Festival		

**NOTE:** You will need a "SELLER'S PERMIT" usually referred to as a **reseller's license** (\$12.00 available from Calif. State Board of Equalization, info at 1-800-400-7115). The license allows you to purchase materials for your artwork without paying sales taxes at the time of purchase, the assumption being **YOU** are responsible to pay the sales taxes based on your sales each year.

### May Demonstrator • Thurs. May 4th, 2006 @ 7 pm

Demo offered by professional artist Chris Cozen, representative of Golden Artist Colors.

This is wonderful - golden! - opportunity to learn the latest in acrylic paints, gels and mediums. It covers information about the different types of pigments, viscosities, and types of paints, grounds and color mixing, iridescent and metallic paints. Various gels and mediums are demonstrated. You will learn how to extend paint to save money, and how to mix paints with gels to create unique textural surfaces. How to use different products to make surfaces for watercolors, graphite, charcoal, colored pencil, oil and soft pastels. The lecture covers light fastness for pigments, proper acrylic priming techniques, and health and safety concerns. [www.goldenpaints.com](http://www.goldenpaints.com) and click on 'working artists'

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### Be a Mothers' Day Tour Docent

#### All you have to do is:

- Greet people as they arrive
- Sell tickets at the door
- Make it an enjoyable experience for our customers and yourself.
- Commit to one or two 4-hour shifts over the 2 days.

#### Please Contact:

Joan Grine 858.481.8783,  
Jo Ann Ginepra at 858.577.0400, or  
Faith Fleury at 619.794.4333.

### RULES FOR MONTHLY TAKE-IN

- All work must be original and for sale
- Please have your entry slip (below) already filled out.
- Work must be framed unless you use the wrap-around canvas stapled in the back and should have some identification on the back.
- 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.
- The Guild reserves the right to refuse entries that do not meet SDAG standards.

### Solana Beach City Hall Awards March 06 • Judge: Dot Renshaw

Artist	Title	Comments
<b>Best of Show</b>		
Peter Fay	First Light	Holds well as strong abstract design besides realism. Wonderful subtle variation of blue in shadows. Contrast of light tiny textures in contrast to bold shadows. Technically outstanding.
<b>Oil/Acrylics</b>		
1 <sup>st</sup> Faith Fleury	Blues Man	Risktaker, innovative and free confident strokes. Nice juxtaposition subtle neutrals of face plus bold background.
2 <sup>nd</sup> Lisa Reinhardt	South on Moonlight	Tells a story in every area.
3 <sup>rd</sup> P. Sarkar	Mountain trail	Good depth.
<b>Watermedia</b>		
1 <sup>st</sup> Nancy Bruce	Poppies on Sunnyhill	Clean, luminous shadows on flower petals. Just enough detail you knew when to stop to keep it fresh.
2 <sup>nd</sup> Laura Lowenstein	Riding the Line	Loose, confident contour sketch of person adds to motion. Good framing-neutral to offset strong colors and action.
3 <sup>rd</sup> Sue Kessinger	Fletcher Cove	Luminous water - not overworked.
<b>Photography</b>		
1 <sup>st</sup> Peter Fay	First Light	
2 <sup>nd</sup> Jo Ann Ginepra	Presidio Jail Door	Great variety of textures and clean pure color pops.
3 <sup>rd</sup> Isabella Breasted	On A Clear Day	Interesting composition with strong object and tiny textures.
Honorable Mention Carole Larsen	Bicycle Amsterdam	Engages viewer to see a story and travel to background.
<b>Other Media &amp; Mixed Media</b>		
1 <sup>st</sup> Joan Grine	Desert In Bloom	Complementary color scheme grabs attention. Subtle color variations in mountain rocks and play off of bright pure colors in foreground of flowers.
2 <sup>nd</sup> Harriet Shoup	In Remembrance	Wonderful strong focal point with light on face rich textural dark background.
3 <sup>rd</sup> Dot Douds	Angel Unaware	Draws viewer in - see more hints of images.
Honorable Mention Marjorie Morgan	Trio	Nice use of mix media texture - plenty of movement.
Honorable Mention Ray Balbes	Floral	Good use of neutral color vase to offset electric colors.
Honorable Mention Alison Christler	Big Sur Cliffs	Water motion leads viewer into scene.

### MONTH : APRIL 2006

ARTIST NAME \_\_\_\_\_

ITEM # \_\_\_\_\_

ENTRY TITLE \_\_\_\_\_

DEPARTMENT # \_\_\_\_\_

VENDOR ID \_\_\_\_\_

PRICE \_\_\_\_\_

MEDIUM \_\_\_\_\_



Welcome new SDAG member:  
Karla Nederlof

## Be a Mothers' Day Tour Docent

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## Photography

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**In this issue:**

- New gallery space for SDAG!
- Mothers' Day Tour update
- Volunteer Opportunities
- Results from March Take-in

**Paint Rag Information**

Send relevant information via email to: Megan Pierson at 760.944.7966 or [meopierson@yahoo.com](mailto:meopierson@yahoo.com)

Newsletter Info due on or before noon, 1<sup>st</sup> SATURDAY following SDAG Board Meeting, APRIL 6.

**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 email changes to: [wberk@sbcglobal.net](mailto:wberk@sbcglobal.net)

April 2006

# The Paint Rag

San Diego Art Guild  
5 Off Track Gallery  
687 South Coast Highway 101  
Encinitas CA 92024  
760-942-3636  
[www.offtrackgallery.com](http://www.offtrackgallery.com)

In this issue:

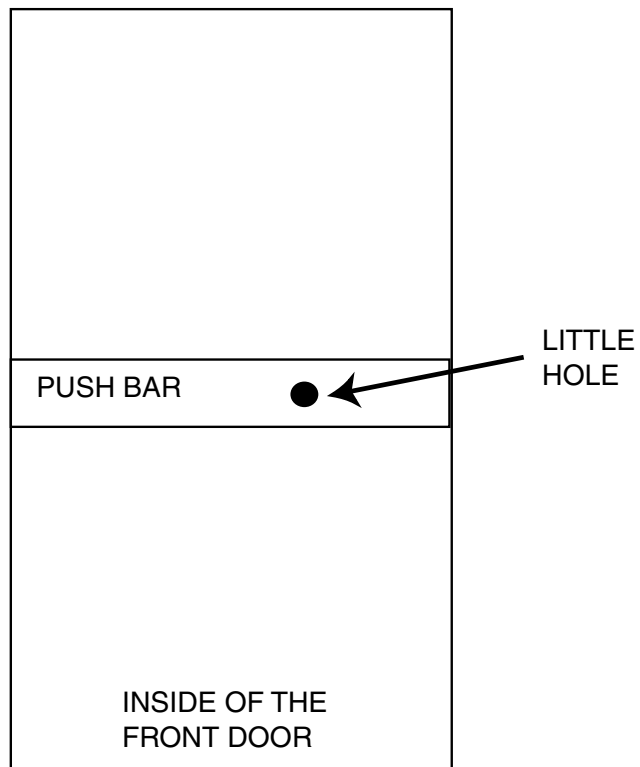
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#### **To open the front door to the Gallery:**

Use the key from the lock box to unlock the front door.

Use the **tool** (hanging by a string attached to the push bar) to "lock" the push bar to a "pushed in" position.

**Insert the tool in the little hole and turn like you would turn a key.**

If you don't do this, the door will automatically lock each time it is shut.

#### **To lock the door at the end of the day:**

You **cannot** lock the front door by using the key from the lock box.

To lock the front door, use the tool attached to the push bar. Insert the tool and turn like you would turn a key until the push bar pops out.

Now when you close the door it will lock automatically.



April Show





















## 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



## Instructions for Off Track Gallery May Show

These instructions are for wall-hung art only (that is not jewelry, glass, textile etc.)

- The whole gallery changes every month. If you had art in the April show you need to bring in a replacement (even if you pre-paid for 3 months). Take-in day is Friday, April 28 from 9:30am to 1:30pm.
- We are adding new members daily and many former members are returning so we now need to limit each artist to 2 pieces of wall art. [NOTE: If you have pre-paid for 3 pieces for April/May/June, you will be allowed to show your 3 pieces for the next two months and then you will be limited to 2.]
- If you are a new member, a returning member who did not show in April or if you only had one piece in the April show and want to add a second piece, you will still be allowed to pre-pay 3 months in advance [for the months of May / June/ July] for the reduced rate of \$10 per piece per month. If you only want to pay for the month of May the rate is \$15 per piece.
- For the month of May show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal. To figure this out, measure each piece from the right top corner to the left bottom corner “on the diagonal”. Add the totals of your 2 pieces together. [The exception are those artists who are temporarily allowed 3 pieces. These 3 pieces added together may not exceed 126 inches on the diagonal.]
- When you come to the Gallery on Friday for take-in please have your temporary take-in tag (found in the Paint Rag) filled out. Your art from the month of April will still be hanging on the wall. Leave it there until you are all finished with the take-in paper work. Pick up your art just before you plan to leave the building.
- Bring your calendar with you so you can sign up for May and June sitting dates (if not already done so) . We will be open on Mondays starting May 1. If you have one piece of wall art in the gallery for the month of May (or if you have just shrinks or just cards) you will need to sit one shift. If you have 2 or more pieces you must sit 2 shifts per month. There is

a list of paid sitters available if you should need one. Remember you will always have a sitting buddy. And we have lots of walk-in traffic. Sitting is FUN.

- At Take-in you will be asked if you are willing to hang in the hallway or office if we need the extra space. The same rate would apply as if you were in one of the locked rooms. (We are not able to offer the “free” space this month. The Off Track does not have the foyer for the month of May because we need to share this space with the 5 other galleries in the building.)
- Here are the jobs that will be available for you to volunteer for at the Jobs Table:
  - Sitting Calendar Coordinator (you would have helpers) Cross check right after take in, line up morning “Calendar Chairs” that is person to be called when gallery is open, make sure there are no “holes” in the calendar)
  - Children’s art show coordinator
  - Secretary (Board Position)
  - Wall art tags (produce and install the weekend after take-in)
  - Weed and tend flower beds
  - Call former patrons of the Off Track and invite them to new location (we have list)
  - Gallery Manager assistant
  - Assistant to the President
  - Special event coordinator
  - Assist Public Relations person (phone calls etc.)
  - Add Guest Book names, address etc. to SDAG patron database each month
  - Produce (or order from sign painter) signs for both sides of the A-frame sign
  - Attend DEMA meetings the 3rd Tues of the month, at Meritage Restaurant in the Lumberyard at 9am and report back to the Board.
  - Mail out approx. 30 copies of Paint Rag (pick up from Anderson’s Stationers) each month and also mail occasional messages to those members without email.
  - Install track lighting in Gallery #4
  - Help at Take-In (this cannot count as your sitting date)

Notes to sitters:

Sitting this new Gallery will be a lot of fun. You should have a steady stream of visitors coming to see the Gallery. Here are a few notes to get you started.

Please do not park in front of the building.  
Save those spaces for our customers.

Lock box code is 72063 (the lock box is outside the front door to your left)

There are 2 keys:

F is marked on one, that is the Front Door.

Other key is marked I for inside.

Front door can be hard to unlock. Pull key just slightly out and keep trying.

Prop the front door open, lock the fire safety bar into the open position and put out the black "Gallery Open" A-frame sign.

Open all 4 inside doors and kick door stoppers down with the toe of your foot. This keeps them from slamming shut and accidentally locking.

Immediately replace the keys in the lock boxes.

There is a white binder in the office called the "Daily Book"

This "book" will give you instructions about what to do each day.

If you have questions, talk to your partner or call a board member.

You DO NOT HAVE TO USE THE COMPUTER. Just enter the sale in the receipt book, making sure you have listed the DATE, the NAME OF THE ARTIST, description of the article purchased, the tax and the total.

You will need to work together with you partner to make sure that room #2 (this is the room with the glass and jewelry) is not left un-tended. This is the most vulnerable room for theft. One of you should have an eye on it at all times.

**IF YOU ARE CLOSING UP --LAST SHIFT OF THE DAY:**

Be sure to lock ALL four inside doors. DOUBLE CHECK (have your partner check it too) the office door. I tends not to lock unless you kind of slam it. We have come in four times now and found that door unlocked.

Bring in the A-frame sign from the sidewalk. LOCK THE FRONT DOOR by unlockin the fire safety bar (you cannot lock the front door using the key).

## JUNE

### Instructions for Off Track Gallery June Show

These instructions are for wall-hung art only (that is not jewelry, glass, textile etc.)

- The whole gallery changes every month. If you had art in the May show you need to bring in a replacement (even if you pre-paid for 3 months). Take-in day is Friday, May 26 from 9:30am to 1:30pm.

- Limit each artist to 2 pieces of wall art.  
[NOTE: If you have pre-paid for 3 pieces for April/May/June, or May/June/July you will be allowed to show your 3 pieces for the next two months and then you will be limited to 2.]

- If you are a new member, a returning member who did not show in May or if you only had one piece in the May show and want to add a second piece, your fee \$15 per piece per month.

- For the month of June show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal. To figure this out, measure each piece from the right top corner to the left bottom corner “on the diagonal”. Add the totals of your 2 pieces together.

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n Gallery Manager assistant  
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n Assist Public Relations person (phone calls etc.)  
n Help at Take-In  
(this cannot count as your sitting date)



# ENCINITAS STREET FAIRE



Lourise Velon



Joanne Chambers



Isabella Breasted



Isabella Breasted



Piece from the Lux Art Institute Children's Show



Alison Christler and Joanne Chambers





Ray and Thelma Balbes