

San Dieguito Art Guild's

The Paint Rag

687 South Coast Highway 101, Encinitas CA 92024 760-942-3636 www.offtrackgallery.com Wednesday.- Sunday 10am-4pm.

Mark Your Calendar

Take-in for March

- **Floor artists:** By appointment only, contact Floor Manager Barb Millé 760.942.3595
- **Wall artists:** Tue., Feb. 27, 2007, 9:30am-12pm
- **Board Meeting:** Mon., Feb. 26, 2007, 9:30-12pm, Quail Gardens Larabee House
- **General Meeting Note New Time** Thur., Mar. 1, 1:30-3:30pm, Quail Gardens
- **Monthly meeting/demo change of date and location starting in April Now: First Sunday of the month. 1:30pm at the Gallery.**

- **Artist's Monthly Reception:** Sun., Mar. 4, 2-4pm
Off Track Gallery

Please Pick Up Your Copy of the New Member Directory at the Gallery.

Environmental Painters

PAINT OUTS - ALWAYS TUESDAY

Feb. 20, San Elijo Lagoon, headquarters off Manchester, west of I-5.

Feb. 27 & Mar. 6, Torrey Pines State Reserve. Joan will try to get passes to the painters ahead of that date.

Call Joan Grine 858.481.8783 for more info.

Mar. Demonstrator Dot Renshaw

**DEMO: 1:30-3:30p.m., Thurs., Mar. 1,
Ecke Hall, Quail Gardens**

March's monthly general meeting/demo will focus on critiquing your work. Dot Renshaw will run this fast-paced critique session. Instead of a raffle, participants can bring in work to be critiqued at \$1.00/per painting (two per person limit). The money collected will go to SDAG. Bring half-finished or completed work. We will take the first 20 paintings. Dot will constructively critique and show you techniques she used to improve her student's art with her experience of over 32 years of teaching. It's time to grow and look at your work with a fresh approach. See you there.

Dot Renshaw is an environmental artist and a California coastal native. Her paintings reflect her reverence for the vanishing wilderness and nature's beauty. She works in oil, pastel, and watercolor and in both plein air landscapes and figures. Her exuberance is shown through her energetic brush strokes, dramatic light, and color nuances in her subjects.



"Fruit Truck" by Dot Renshaw

Monthly Demo/ General Meeting Format Change!

Starting on April 1, 2007, there will be a change of format for our Monthly Demo/General Meetings. Because of low attendance at the First Thursday of the Month Demo/General Meetings, the Board of Directors has decided to change the day to coincide with our First Sunday of the Month Reception day. **The meeting will start at 1:30pm on April 1** in Gallery 4 and finish by 2pm for our Reception. We'll explore ideas for future workshops or demo's as well as catch guild members up on any announcements. Please let Laura Lowenstein or Grace Swanson know any ideas for future meetings/workshops, if you can't make it. Our last Quail Garden Demo/Meeting will be on Thurs., March 1.

Save the Date

**Mother's Day Studio & Garden
Tour 2007•Sun., May 13**

(one day only this year)

The following homes have been chosen for the tour: (The selection was based on location, actual artist studio, parking considerations and charm of home.)

Charlene Bonney
Bobbi Hirschhoff
Darlene Katz
Carole Mayne
Off Track Gallery
Wanda Olson
Diane Smith
Cris Weatherby

If you would like to be a **guest artist** on this tour please e-mail Grace at swanson121@cox.net or call the Gallery at 760.942.3636.

President's Message

Our guild/gallery started the New Year with an exciting Sundowner event on Jan. 9.

Around 100 people enjoyed snacking on food donated by **Ki's, Kealani's, and Giovanni's Restaurants**; coffee by **E Street Café**, and music by the band, **Crash Carter**. Studio Artists and Off Track Gallery provided desserts. The warehouse looked dressed up with all the people and many wandered into the galleries looking at the art while munching on their desserts.

Thanks go to **Dave Agyagos** from **Moonlight Screen Printing** for co-sponsoring the Sundowner. We wouldn't have had the successful event without his invaluable help getting things pulled together. He knows everybody in town! Thanks also go to **Grace Swanson** and her son **Daniel** for the wonderful chocolate fountain, **AJ Dieffenbach, Elaine Trei, Stan Weber** and **Cathy Carey** for other desserts. And to helpers that evening and setting up: **Grace Swanson, Janet Finney, Walter Lilly, Jennifer Oefelein, Walter Berk, Isabella Breasted** and **Joan Grine**. Twelve artists provided raffles and many people appreciated being able to go home with a piece of artwork. Although we didn't have sales during the event, we did have many people from the business community who were introduced to our gallery building for the first time and said they would be back.

News from the owner of our building, John DeWald is that he successfully presented his project before the Encinitas Planning Commission meeting on Feb. 1, 2007. The Commission voted 4 to 1 in favor of his plans. Many people spoke about the positive impact the mixed-use project would have on Downtown Encinitas by creating a pedestrian friendly dining and shopping experience, as well as provide downtown living units. We

still don't have a date we need to be out of the building and that will depend on how quickly the project moves through the necessary steps. It could be anywhere from 6 months up to a year. John DeWald would like to include us in the new project and has indicated a specific location along the pedestrian walkway that might work for us. I'll keep everyone updated as we go along.

Everyone is doing a fantastic job being responsible with their staffing duties and keeping the gallery open. We're building a good reputation in the community by



*Mary Beck and Laura Lowenstein at Valente reception, St. Tropez Bakery
Photo by Corry Lang*

consistently staying open when we advertise we're open. With more people finding us and stopping in as they walk by, we will have better success with sales. Our sales for Dec. were good. Although Jan.-Mar. is typically weak sales months in any retail business, we hope to appeal to clients with our unique and homegrown art. Be the best sales people possible by getting out from behind the desk and talking up the art and our wonderful artists.

Our participation in the Downtown Sidewalk Sale, Jan. 20, created walk in traffic of 100 people passing through the gallery. **Grace Swanson** organized the whole thing for our artists and made sales for other artists as well as the gallery. **Artie Mattson** and **Gaga Barnes** helped by selling their art on the sidewalk. The gallery made \$89.00, but gained more in attention. Thanks for donations for sale from several artists.

Please check out the Mother's Day announcement this newsletter.

Everyone involved in the planning committee is very excited that we have established a fun and doable route for the Art & Garden Tour on Mother's Day, May 13.

Stop by the gallery to check out **Alison Christler's** art in the foyer and our **Feb. art: Art from the Heart**. Also check out **Rancho Encinitas Academy's** children art show in the north hall near Gallery 4. **Keep creating!**
Laura Lowenstein
lloenstein@adelphia.net
760.753.3254

Member Announcements

Lisa Reinhardt will be the featured artist at St. Tropez Bakery & Bistro (Hillcrest location), 3805 5th Ave., San Diego. Reception on Thurs., Feb. 8, from 5:00-6:30 pm. Complimentary beverages and hors d'oeuvres.

Creative Landscape Painting in Watercolor with Joan McKasson Sat., Feb. 24 and Sun., Feb. 25, Class size is limited, apply early. Workshops and classes will be held at 616 Stevens Ave., Suite C, Solana Beach. Contact the Studio at 858.755.6202 or visit **rikki-studio.com**

Encinitas Street banners at the Art Alive 2007 Unveiling Party at 687 So. Coast Hwy. 101 on Sat., Feb. 17 at 2pm. The 101 Artist Colony will hang the banners in the warehouse space at the 687 Gallery Building and invites the banner artists, their friends and family and everyone else to view the new crop of art for our streets.

Joan Grine did a pastel painting demo for the Scripp's Health Foundation at the Encinitas Scripp's Hospital.

Joan Grine will be the featured artist at St. Tropez Bakery & Bistro (Encinitas location) for Feb. and the Carlsbad Cole Library on Carlsbad Village Dr. for March.

Expanded Wall Tags Now Available

When showing your art at the Off Track Gallery each month, a wall tag is made and placed on the wall right beside your work. An expanded version of the wall tags will be offered to assist in the marketing/selling of your work. Here are the requirements:

- The information must be **E-MAILED** to Grace Swanson (swanson121@cox.net) 2 days before take-in
- You must include the information typed in this order: Title of work, medium, your name, description of the piece, and a paragraph about yourself.
- The description part must be 100 words or less.
- The "About the Artist" part must be 50 words or less.
- You do NOT have to format your type (make it bold etc.) Just submit the "raw" copy and the bolds and type sizes will be generated in a pre-formatted file.
- Participation is voluntary. If you do not supply the information needed to make the expanded tags, then a "regular-sized" tag will be made for you.

Getting to Know You

Welcome new SDAG members – **Cris Weatherby's** oils and watercolors of San Diego as well as from her travels display a "deep love of color, light and beauty in ordinary elements of everyday life." Check out her Web site crisweatherby.com for a view of her work. **Ellablanch Salmi** is a returning member and former board member. Her current work is experimental in nature.

Off Track Gallery Sales

Total Sales for January \$1,085. Kudos to **Joan Grine** (\$431) and **Rebecca Grohowski** (\$215) for sales of pastel and photograph.

Results of January People's Choice Award

The voter's name drawn from the People's Choice box was **Candace Young-Schult** of Leucadia. Candace will receive a \$25.00 gift certificate to shop at the Off Track Gallery.

Two pieces tied for most popular:

Janet Finney's "Gladiolas" and **Elizabeth Nicholson's** "Hindu Ceremony on Bali, Indonesia"

Both will remain for the month of Feb. in a prominent spot.

SDAG Thanks You!

Thanks go to **Sandro Alberti**, our past Publicity Chair, for all his help in the last 6 months with direction and increased coverage for announcing our gallery and guild. Sandro's work increased in Jan. and he had to step down from his position. He'll still help when he can with our PR needs.

In the meantime, **Donna Beers** has agreed to step into the chair position for Publicity. We welcome her and appreciate that she'll oversee this important position as well as her position as assistant to **Barbara Mille'**, Floor Chair. **Corry Lang** will continue to faithfully send out the community announcement e-mails.

Our colorful new 2007 Directories are done thanks to **Walter Berk**. Don't forget to pick yours up if you haven't already.

Volunteers Needed

For more information, please contact either **Laura Lowenstein** lloewenstein@adelphia.net or **Grace Swanson** swanson121@cox.net

Docents needed for Mother's Day Studio and Garden Tour

We need docents for each of two shifts on Mother's Day at each home on the tour. *Here is what you need to do:*

- Please respond by e-mail swanson121@cox.net or leave a message at the Gallery 760.942.3636.
- Attend one docent instruction meeting (to be scheduled)
- You will receive a free ticket to tour the other homes before or after your shift begins.
- A special Docent Show at the Gallery during the month of June (that means you get to put a piece of art in the gallery for free with no extra sitting duties).
- **Event Date:** Sun., May 13
Time commitment: Half day (approx. 3 to 4 hours). You will still have plenty of time to have lunch/breakfast/dinner with mom!
Location: Encinitas area

V.P. of Programs Chair

Get to know other artists in the San Diego area; you'll hire professional, highly respected, accomplished artists to judge the monthly shows and to share with us how they create their art at the demo, during the monthly meeting.

San Dieguito Art Guild Historian

At the Off Track Gallery are many albums from past SDAG years. In the last few years, we have been so busy that SDAG has let this function lapse. The Guild has been in existence for over 42 years. We sure would like our "era" to be part of the recorded Guild history. Job entails creating photo and clippings albums.

Other opportunities...

- Special Events/Off Site Chair
- Someone to attend 101 Downtown Leucadia meetings
- Assistant to *The Paint Rag* editor (attend Board Meetings.)

Instructions for Off Track Gallery March 2007 Show

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

- **The entire gallery changes every month.** If you had art in the Feb. show **you need to bring in a replacement** (even if you pre-paid for 3 months). Take-in day is Tue., Feb. 27, 2007, 9:30am-12pm
- Bring your calendar with you so you can sign up for future sitting dates. If you have one piece of wall art in the gallery for the month of Mar. (or if you have 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.
- If someone else needs to bring in your artwork for you on take-in day, **you must have your sitting dates already arranged for Mar. by calling Grace Swanson at 760.942.6109 to choose or verify your dates. Your helper must arrive at take-in with your sitting dates listed on your take-in sheet.**
- **Each artist is limited to 3 pieces of wall art.** If you are already on the 3-month plan for less than 3 pieces, just tag your 3rd piece as an add-on and your fee is \$10 for that piece. If you are paying month-to-month your fee is \$15 x 3. If you have one piece in the show you must sit one shift per month. If you have 2 or 3 pieces in the show, you need to sit 2 times.
- For the month of Mar. show, the maximum dimension of your wall-hung art cannot exceed a total of 84 inches measured on the diagonal for 1 or 2 pieces and not more than 126 for 3 pieces.
- When you come to the Gallery on Tues. for take-in please have your **temporary Take-in Tag** and the **Take-in Sheet** (Pages 7 and 8 of the PDF file sent along with *The Paint Rag* or inserted into your *Paint Rag* if mailed to you) filled out.
- You must have a multi-strand wire (not the saw-toothed hanger typical of 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, please tape the ends of the wire.
- Your art from the month of Feb. 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.

Off Track Gallery Awards February 2007 Judge, Jacqueline Nicolini

Artist	Title	Comments
Best of Show		
Dot Renshaw	"Batiquitos Eucalyptus"	
Oil & Acrylics		
1 st Diane Dudek	"La Jolla Cove"	Strong composition - good fresh colors. May I suggest signing your signature in a lighter color.
2 nd Alison Christler	"Monk in Assisi"	Fun color, subtle. Love the abstract quality.
Water Media & Pastel		
1 st Dot Renshaw	"Batiquitos Eucalyptus"	I love the harmonies and rhythms in this work. Splendid!
2 nd Laura Lowenstein	"Study of Palms"	I like how you handled a complex structure by keeping it simple. That lets the viewer use his imagination!
3 rd Joan Grine	"Desert in Bloom"	The atmosphere that's used in the background is handled very well.
Photography		
1 st Walter Lilly	"Cruising"	The composition is wonderful - it gives the figures a place to go.
2 nd Walter Lilly	"Opening"	Love the contrast
3 rd Rebecca Grohowski	"Candy"	It looks like a landscape - fantastic color!
Other Media		
1 st Vicente Sastrus	"Urban Dypitch #2"	May I suggest separating #1 and #2? I enjoy this piece on it's own. The structure and composition has a nice balance. It is strong on its own.
2 nd Diane Burch	"Invention VI"	Clean colors and a good balance. The black frame is a little heavy looking.

Hint from Jacqueline Nicolini February Judge/Demonstrator by Barbara Magdlen

1. Create a rhythm of connections using color to help the eye move through your painting.
2. Choose an artist and search the Internet for examples of his or her work. Study what is good about the paintings and what makes them weak.



Paintings by Rosemary Valente at the St. Tropez "Artist of the Month Display"
Photo by Corry Lang

Artist Opportunities

Rent the Gallery's foyer for the month of JUNE

Only \$200 (\$250 for non-SDAG member) for all three walls or \$100 to split the space with another artist. No extra sitting duties. No commission on work you sell yourself. Contact Laura Lowenstein or Grace Swanson.

Next pickup & drop-off for the BAE Systems Artist Gallery in Escondido is Feb. 16, 2007, 11am-1pm. There's no entry fee or commission taken for our members, but if there's a sale, a \$5.00 fee will be charged as the check comes through the gallery. Must have a resale license to participate. See details at the gallery in one of the notebooks at the desk.

The Studio of Art and Design, Solana Beach is accepting entries for an Open Juried Watermedia Exhibit. All work must be original watermedia and submitted under plexiglass with neutral mats. Cash prizes for award winners. **Entries will be accepted on Tues., Feb. 27 & Weds., Feb 28, 10am-4pm.** Entry fee is \$15 per entry, limit of 3 entries. Selected works will be on exhibit at the Studio Mar. 2- 31. Jurors are Alison Christler and Rikki Reinholz. Reception and awards ceremony, Sat. Mar. 10, 3-5pm. For information and registration forms contact the Studio at 858.755.6202.

The Village Gallery Plein-air Artists – Call for Entries \$1,100 in cash awards. "Under the Sky" – a juried exhibition of plein-air artwork. **Entry Deadline: Feb. 23, 2007.** Show is Mar. 6 -25, 2007. To download a prospectus, go to our website, www.lajollaart.org or contact Alison Christler at 760.942.5804 or achristler@cox.net

La Jolla Art Association presents its 28th Annual Juried San Diego County Awards Show 2007 \$900 in cash awards. The Village Gallery, 7932 Ivanhoe Ave., La Jolla, CA 92037, Show is from Mar. 26-Apr.15, 2007. **Entry Deadline Mar. 6, 2007.** To download a prospectus go to our Web site www.lajollaart.org or

contact Caroline at CHMorse1@cox.net or 619.233.3747.

Southwestern Artists' Association 6th Annual Juried Art Show

Opens March 17-31, 2007
Entry/delivery dates Mar. 15 & 16.
Art reception is Thur., Mar. 22, 5:30-7:30pm, open to the public. For prospectus/rules go to: <http://www.swartists.com/JuriedShow.html>

The Encinitas Civic Center Art Gallery is Seeking Artists

who reside in the city of Encinitas, to feature in revolving, monthly exhibits, of two-dimensional (2-D) and three-dimensional (3-D) artworks. Artists, both amateur and professional, are invited to submit their work for consideration. "We are especially looking for artists who work in clay, ceramic, glass and other three-dimensional media," stated Jim Gilliam, Arts Administrator for the city. Artists who do not have enough work for a full 2-D or 3-D exhibit may partner with another local artist. All proceeds from the sale of artworks go to the artist. An Artist Reception for the public is held in conjunction with a City Council Meeting, for increased attendance. To advertise an exhibit and reception, a news release is sent to the media and artists send invitations to their contact and/or client list. All artists who want to be considered for a gallery exhibit must complete a one-page application form and submit digital images of their work. To receive an application, please e-mail Jim Gilliam at jgilliam@ci.encinitas.ca.us, or call 760.633.2746 and a form will be sent in the mail. The Civic Center Art Gallery, in the lobby of Encinitas City Hall, is located at 505 South Vulcan Ave. Encinitas

The Picerne Foundation is now ready for applicants to apply for their new Senior Artist Project \$12,000/year per artist to work 1 day a week for a year with an underserved population teaching art, etc. Twelve 12 slots are available for Encinitas Seniors. Possible work sites are the Boys and Girls Club, Scout groups,

Senior Center, Community Resource Center, Mano a Mano Foundation, and at our four Title 1 schools in Encinitas. **Application deadline is Mar. 31, 2007** and artists must be 55 years of age or older. For more information, or to complete an application, visit the foundation Web site at www.picernefoundation.org.

Artists are encouraged to discuss their ideas prior to submitting an application by contacting the Foundation Executive Director, Victor Nelson, at 760.435.2205 or vnelson@picernefoundation.org.

St. Tropez & Bistro "Artist of the Month" Opportunity Encinitas & Hillcrest Locations

"Artist of the Month" is responsible for seeing that all of your work is framed, priced and presented with a biography. 10% of the gross proceeds of each sale will go to The Storefront, which is located a few blocks away from the Hillcrest restaurant, which is at 3805 5th Ave. The Storefront is in connection with <http://Photocharity.com> that assists homeless teenagers. An "Opening Night" function will be hosted and your attendance would be expected. Please contact Kelly McLean at 760.632.7770 or Kelly.dme@gmail.com if interested in the **Hillcrest** location. She will put you in contact with the storeowner to make an appointment to show your work. The **Encinitas** location will be handled differently. They will be supplied with a list of our SDAG artists, their bios and samples of their work. St. Tropez will choose an artist each month whose work they feel reflects the look and feel of their restaurant.



Rosemary Valente and one of her paintings at the St. Tropez "Artist of the Month Display" photo by Corry Lang

In this issue:

- ◆ **New General Meeting Meeting Date & Time Starting April 1, 2007!**
- ◆ **March Demo – Special Opportunity!**

Welcome New SDAG Members

Ellablanch Salmi
Cris Weatherby

Paint Rag Information

Send relevant information via e-mail to: Megan Pierson at 760.944.7956 or meopierson@yahoo.com

Newsletter info due on or before noon, the 28th of each month.

Advertising Rates Members: \$15 for 1/8 page, \$30 for 1/4 page, \$60 for full page. **Non-members** \$30 for 1/8 page, \$60 for 1/4 page, \$120 for full page. Payable to "SDAG" due by 1st of the month.

Membership Info Contact Mary Beck with any address changes, at 760.630.9518 or e-mail changes to: higgbeck@cox.net.

The *Paint Rag* is now delivered via e-mail. Members without e-mail will receive a printed copy via "snail mail".

Paid Sitters available at \$30 per shift:

Joanne Chambers	760.943.0986
Darcie Anderson	760.944.3771
Isabella Breasted	760.436.2091
Barbara Millé	760.942.3595
Laura Lowenstein	760.753.3254
Diane Dudek	760.944.7668
Patricia Eldon	760.942.9406
Loretta Phoenix	760.727.9674
Doreen Long	858.487.3672
Judianne Shannon	760.753.7088
Grace Swanson	760.942.6109

March 2007

The Paint Rag

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& Off Track Gallery
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Encinitas CA 92024
760-942-3636
www.offtrackgallery.com

<<<<< MARCH >>>>>

Take-in on **February 27**

Check # _____ \$ _____

Artist _____ Phone _____

NEW S.D.A.G. MEMBER this month

Address _____

Email _____ Medium _____

If willing to hang in **hallways** put **red dot** by item (*far left*)

Include Regular Show, smaller images and Shrink Wraps.	Diag. Measur	OfficeUse Item #	Title of artwork	Medium	Dept.	Vendor ID	Price
							\$
							\$
							\$
							\$
							\$
							\$
							\$
							\$

Your vendor ID is the **first three letters of last name** and **first two letters of first name** (no spaces).
 Item # will be given by take-in volunteers on the day of rotation. Dept numbers: **1** = cards, **2** = shrink wrap, **3** = oil/acrylic, **4** = watercolor, **5** = photography, **6** = mixed media, **7** = other media, **8** = jewelry, **9** = glass, **10** = sculpture/ceramics, **11** = textile, **12** = special events, **13** = miscellaneous, **14** = digital art

Month	Date	Time	Date	Time
MAR				
APR				
MAY				

Sitting Dates PER MONTH (1 shift for 1 piece, 2 shifts for 2 or more pieces)

Job _____

I UNDERSTAND THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP ARE NOT INSURED FOR COVERAGE OF ARTWORK AT THE GALLERY AND/OR IN UNSECURED AREAS. THE SAN DIEGUITO ART GUILD/OFF TRACK GALLERY AND/OR TOY FACTORY 101 ENCINITAS LP CAN NOT BE HELD LIABLE FOR LOSS OR DAMAGE TO ANY ARTWORK AT ANY TIME. I WILL PROVIDE MY OWN INSURANCE IF I DEEM IT NECESSARY

_____ **INITIAL HERE.**

I AGREE TO PERMIT MY ART TO BE PHOTOGRAPHED AND USED FOR SDAG

MONTH:	
Diagonal measure	
Artist Name	
Title	
Medium	
Hallway OK ?	
PRICE	

MONTH:	
Diagonal measure	
Artist Name	
Title	
Medium	
Hallway OK ?	
PRICE	

MONTH:	
Diagonal measure	
Artist Name	
Title	
Medium	
Hallway OK ?	
PRICE	